

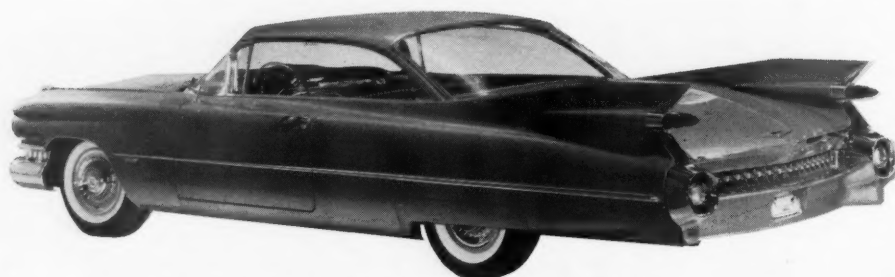
Dallas

JANUARY • 1959

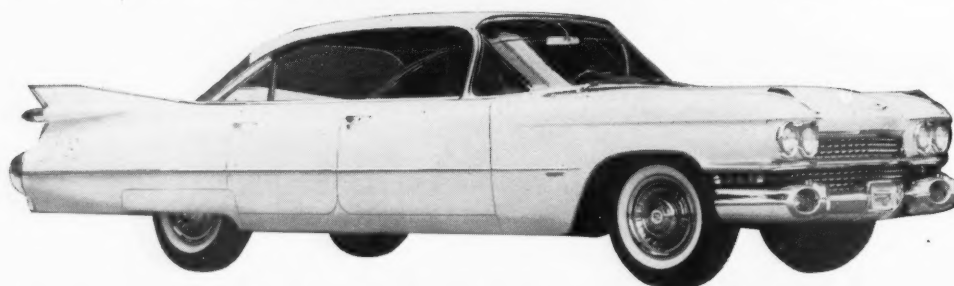


The Dallas Chamber of Commerce: Its Founding 50 Years Ago

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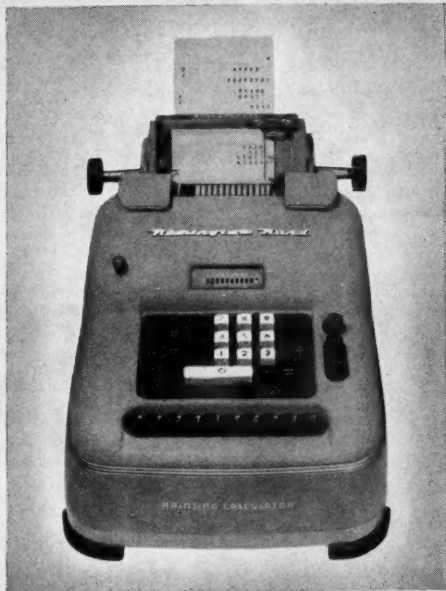


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Dallas *Pioneers*



Established

1852 Caruth
Real Estate Investments

1869 Padgett Bros.
Company
Leather Goods —
Wholesale and Retail

1872 Dallas Transit
Company
City Bus Transportation

1874 Bolanz &
W. C. (Dub) Miller
Real Estate and Insurance

1874 Binyon-O'Keefe
Warehouse Co.
"Moving, Household Goods, and
Commercial Warehousing"

1878 National Bank
of Commerce
Banking

1884 The Dorsey
Company
Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel
Company
Structural Reinforcing
Steel and Machinery Repairs

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Fleming &
Sons, Inc.
Manufacturers — Paper
and Paper Products

1893 Sparkman-Brand
Inc. Morticians
Originally, Loudermilk,
Broussard and Miller



A flash back to Dallas and how it looked as a frontier town in the eighties is provided by the above photograph of part of the original townsite. The tower in the left background shows the locale to be in the vicinity of the Courthouse and the presence of utility poles recalls the fact that telephone service came to Dallas in 1881 and the first electric arc lights were installed in 1882. Among the prominent real estate firms operating in Dallas at that time was a partnership founded in 1874 by J. F. Murphy and Charles F. Bolanz. In the eighties as Dallas became the center of Texas immigration and land sales this firm maintained a complete map department. Many of its mapmakers were former European army officers and some of their early Dallas maps are today collectors items. Through the years this firm has had an important part in developing Dallas and one of their major projects was the opening of the Oak Lawn section. During the past quarter century the firm has carried on an extensive property management and insurance business. In September, 1937, the present head of the firm, W. C. (Dub) Miller, joined the company and in November, 1956, its name was changed to Bolanz & W. C. (Dub) Miller. Now in its eighty-fifth year, this pioneer real estate firm has spanned the development of Dallas from a pioneer village to a metropolis reaching for a million people.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1896 Briggs-Weaver
Machinery Co.
Industrial Machinery
and Supplies

1899 Seay & Hall
All Lines of Insurance

1898 Etheridge
Printing Company
Printing, Lithographing, Engraving,
Office Supplies

1900 John Deere
Plow Company
Agricultural Implements

1900 The Murray Co.
of Texas, Inc.
Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1903 Smith's Detective
Agency
Burglar Alarm, Fire Alarm
Radio Patrol Service

1904 T. A. Manning
& Sons
Insurance Managers
Fire — Casualty

1907 A. C. Horn &
Company
Commercial and Structural
Sheet Metal

1908 Pure Ice & Cold
Storage Co.
Cold Storage

1911 W. W. Overton
& Co.
Investments

1912 Stewart Office
Supply Company
Stationers — Office Outfitters

1914 Koch & Fowler
and Grafe Inc.
Consulting Engineers

CONTENTS THIS MONTH

HAL DAWSON
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Chairman, Editorial Board

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Advertising Manager

LOUISE TATE
Advertising Assistant

ON THE COVER: This month's cover shows the original design by Bud Biggs of the gold emblem which will be used throughout 1959 to mark the fiftieth anniversary of the Dallas Chamber of Commerce.

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Dallas

VOLUME 38

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JANUARY

1959

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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STATEMENT



OF CONDITION

At the Close of Business December 31,
1958, Date of Official Report of Condition
Set By Comptroller of the Currency

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*Advisory Directors

ASSETS

Cash on Hand and Due from Banks	\$335,324,109.49
United States Government Obligations	\$123,616,578.05
Public Housing Authority Obligations (Fully Guaranteed)	5,336,678.27
State, County and Municipal Bonds	29,603,294.52
Other Bonds	5,454,855.62
Stock in Federal Reserve Bank	1,533,000.00
Loans and Discounts	435,058,197.60
Commodity Loans	11,227,298.21
Income Accrued	3,717,030.08
Letters of Credit and Acceptances	7,698,936.25
Banking House and Equipment	8,820,759.61
Other Assets	247,019.15
	\$967,637,756.85

LIABILITIES

*Capital Stock	\$ 23,100,000.00
*Surplus Fund	28,000,000.00
Undivided Profits	6,824,494.65
Reserved for Contingencies	8,830,333.15
Reserved for Taxes, Etc.	5,702,737.08
Deferred Income	2,319,023.03
Letters of Credit and Acceptances	7,698,936.25

DEPOSITS:

Individual	\$623,999,998.26
Banks	246,607,274.74
U. S. Government	14,554,959.69
	885,162,232.69
	\$967,637,756.85

**An increase in capital and surplus to \$60,000,000.00, approved December 2, 1958, by stockholders, became effective January 2, 1959.*

We are abidingly grateful
to our many friends for
making our 83rd year
our greatest.

Ben Wooten
PRESIDENT



83 Years of Dependable Correspondent Service
1st NATIONAL BANK
in Dallas



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALLAS • JANUARY, 1959

DALE MILLER'S

WASHINGTON

REPORT



The Concept of Economy

Another new record has been achieved by those in high places who are charged with the responsibilities of administering the functions of the Government of our United States. It is an accomplishment of rather dubious distinction, however, and is reminiscent of the late Alben Barkley's story about the man being ridden out of town on a rail who blandly remarked, as he clung to his precarious perch, that if it weren't for the honor of the thing he would just as soon walk.

The comparable honor being conferred with a flourish in this instance is the submission by the President to the Congress of the highest peacetime Budget in history, a 77-billion-dollar extravaganza. This estimate of conducting the affairs of our Federal Government for the fiscal year beginning next July 1st is the undisputed new champion of Budgets, displacing the 74-billion-dollar spectacular unveiled a year ago, which in turn supplanted the 72-billion-dollar prodigality of the year before that. And before becoming reconciled to the reign of the new champion we might as well become reconciled at the same time to the lugubrious prospect that it will be of short duration, since a new claimant to the crown will no doubt emerge a year from now.

The size of the new Budget presents a serious problem (an observation which may qualify as the understatement of the year), but even though its huge proportions are disheartening enough, there are political aspects of the situation which are even more dismaying. There was a time, for instance, when the Budget was virtually a statistical document, undertaking somewhat realistically to anticipate the probable receipts and expenditures of the Federal Government for the ensuing fiscal year, and thus arriving at an estimate of a likely surplus or deficit. But it has been trending more and more toward political doctrinairism, incorporating and

implementing much of the political philosophy which generally, and more properly, characterizes the State of the Union message which is delivered by the President to Congress a few days before the submission of the Budget report.

Only a cursory examination of the recent Budget report is necessary to illustrate this disturbing development in our political life. It was submitted as a "balanced" budget, with statistics marshaled over hundreds of pages to demonstrate that the receipts and expenditures of the Federal Government during the next fiscal year will achieve an approximate balance. Yet, that such a happy circumstance will come to pass is so utterly unlikely that it might as well be acknowledged as impossible. The estimate was reached by anticipating certain revenues which will not be forthcoming, and by calculating expenditures at a level lower than that which will doubtless prevail. We shall be dipping our fiscal pen into the red ink of deficit financing again next year; and the regrettable assumption that cannot be escaped is that those who prepared the Budget report are too politically experienced and knowledgeable not to have been aware that such will be the case.

The "balance" attained in the Budget report, whatever may be said of the manner in which it was arrived at statistically, was predicated on a series of impractical assumptions of economic and political behavior. (Any family living beyond its means could develop the same kind of balance in the preparation of a future budget by figuring in certain income that it probably will not receive, and by omitting certain expenditures that it probably will make). It is admittedly true that a Budget relatively balanced could be accomplished if Congress accepted virtually all of the mandates of the Administration which accompanied it, but the rank-and-file majorities on Capitol Hill, both Dem-

ocratic and Republican, are not about to do so — and the President and his associates are fully privy to that fact.

The Budget message should thus be interpreted not only as a statistical report but also as a political document, both in the manner in which it was prepared for Congress, and the manner in which Congress received it. It is clear that the Administration devised the "balance" as a political challenge to the eager-beaver "spenders" of the new Congress, the President even contriving to capture the initiative by an unprecedented disclosure of the Budget's provisions before the new Congress convened. And it is equally clear that the expressions of outrage which greeted this disclosure on Capitol Hill were politically inspired, the Congressional politicians maneuvering to avoid the hook of economy on which the President sought to impale them.

So the Budget report became a political instrument at the outset. The Republican Administration is now in position to accuse the Congress of extravagance when the additional spending is inevitably voted, and the Democratic Congress is in posi-

Claimant of the crown: The new Federal Budget is again highest in country's peacetime history.

tion to accuse the Administration of practicing deceit by fabricating a program which knowingly was unrealistic and unattainable. To what degree each side is culpable is a matter of individual judgment, but, in any case, the public is being deluded on the one hand, and exploited on the other, during the whole painful process.

In all this welter and babel of politics a basic point has been all but overlooked. It is a quintessent irony indeed that the new symbol of economy proposed by our political leaders is the largest Budget ever devised in our peacetime history. We are adjured to thwart the political spenders by spending far more than we have ever spent before. If that is the point in our fiscal policies at which we have arrived — if that is our modern concept of economy — then we are not unlike that man astride the rail on his way out of town. If it weren't for the honor of the thing, we'd just as soon walk.



FOCAL POINT of Dallas civic activity in the early years of the century centered on the Cotton Belt Terminal, Gaston and Board of Trade buildings at Commerce and Lamar.

L. O. DANIEL
First President of the
Dallas Chamber of Commerce

COL. JOHN G. HUNTER
First Secretary of the
Dallas Chamber of Commerce

J. R. BABCOCK
Secretary — Succeeded
Col. Hunter early in 1909.

Fifty Golden Years of Progress

by Tom McHale

Fifty years ago, in this month of January, 1909, Dallas business leaders took definite action to eliminate duplication and lost motion in organized civic effort. They set up the Dallas Chamber of Commerce as a strong central organization to consolidate the diverse efforts of a number of development and trade groups into an effective instrument of city building that would best utilize the talent and ability of the most influential men of the city.

These objectives stand out clearly in half-century-old files of the Dallas Morning News and the Dallas Times Herald. Dallas was in the midst of an intense civic analysis and revival in 1908 and 1909. The Dallas "spirit," as always, was willing, but the civic machinery was weak. The Commercial Club, the Trade League, the Freight Bureau and other groups were working without coordination and Dallas businessmen were demanding action for progress.

But a survey of these same files makes it apparent that

Dallas understood its basic problems and had the will to solve them. Instead of acrimony, enthusiasm prevailed; instead of a barrage of criticism for past mistakes, there was a positive program for the future.

This is well illustrated in a Times Herald report of a Citizens mass meeting held on January 2, 1909. The headline read: "MAGNIFICENT MASS MEETING AT COMMERCIAL CLUB." — The sub-head: "Do It Now Cry." — The story: "Nearly four hundred citizens in meeting yesterday in the auditorium of the Dallas Commercial Club pledged themselves to accomplish many things for Dallas during the coming year and by a unanimous vote adopted a program of 15 planks accordingly."

Transportation needs of the period accented the No. One plank which read: "Within three years we will have interurban lines extending from five to seven directions". Plank No. 15 was perhaps the most significant. It read: "That we lay aside all personal prejudice and work in harmony that we may accomplish these results."

The atmosphere of this meeting set the stage for two necessary and important acts which completed the consolidation of other civic organizations and actually put the Dallas Chamber of Commerce in business. On January 8, 1909, L. O. Daniel was elected first president of the Dallas Chamber of Commerce and on January 14, 1909, Colonel John G. Hunter was drafted to serve as its first secretary. The new organization began operations in the old offices of the Dallas Commercial Club in the Cotton Belt Terminal Building on the southwest corner of Lamar and Commerce.

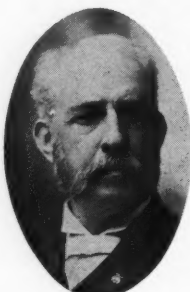
This was no mere name change under which to carry on Dallas civic effort that had begun with the organization of the Board of Trade in 1874. This was a community wide movement to bring together essential groups under central direction. Just how well this was organized may be gauged from the fact that the Dallas Chamber of Commerce has continued to operate effectively under this organization plan for a half-century and is today reckoned the largest in the nation in terms of membership and certainly among the first from the standpoint of results in keeping Dallas ahead.

Later issues during this Fiftieth Anniversary Year will give the detailed history of the many facets of activity and accomplishment that have marked the history of the Dallas Chamber of Commerce. But before that, this story is intended to provide background on WHY it started, HOW it started and WHO the men were who got it under way a half-century ago.

L. O. Daniel was a native of Alabama who had come to Texas about 1888. He had first set up business in Waxahachie and later organized the first millinery house in Dallas. According to the issue of the Times Herald reporting his election: "He is known in the Western Millinery Association as the 'Father of the Dallas Millinery Market' and was one of the organizers of the Dallas Trade League and a Director of the Dallas Commercial Club."

Colonel John G. Hunter was born in Richmond, Virginia, in 1840 and was a member of the "Richmond Grays". His daughter, Mrs. Nellie Akard, who still lives in Dallas, recalls that he came to Dallas in 1860 and moved to Waxahachie for two years, then returned to Dallas. He was later a partner in the supply firm of Hunter & Booso, dealers in engines, boilers, gins, general machinery and electrical supplies. He first served as an unpaid secretary for the Board of Trade and later as secretary of the Dallas Commercial Club.

During the organizing period of the Dallas Chamber of Commerce he steadfastly refused to have his name considered for the position of secretary. Because of his recognized ability



and the multiplicity of applications for the post, he was drafted by the first Board of Directors to serve as secretary "until the organization could get on its feet." He died in El Paso in 1915 and his daughter recalls that he was presented Dallas' first Cadillac by the Chamber of Commerce.

John R. Babcock, who is generally regarded as the first secretary of the Dallas Chamber of Commerce, succeeded Colonel Hunter early in 1909. He was born in Leonardsville, New York in 1873 and acquired his education at Hamilton College and Alfred University in New York. He came to Dallas in 1907. Apparently he was a man of great ability and contributed much to the development of Dallas during the first years of the Chamber of Commerce.

The Dallas City Directory of 1908 provides significant background on the organizations that immediately preceded the Dallas Chamber of Commerce. Apparently most of Dallas civic activity of that period had its focal point at the corner of Commerce and Lamar or in that immediate area.

This directory lists the Dallas Commercial Club at the northwest corner of Commerce and Lamar with H. D. Ardrey as president and J. G. Hunter as Secretary. Mr. Ardrey was president of the Traders Bank & Trust Company. The same book lists the Dallas Trade League with offices at 237 Commerce. W. O. Connor, manager of the Wholesale Department of Sanger Brothers was listed as President and C. A. Singer as Secretary. Mr. Singer was also listed as Vice-President and Treasurer of the Trade League Publishing Company.

The Dallas Freight Bureau with Joseph Farley as Commissioner was listed with offices at 9 Gaston Building, on the same corner. The Hundred and Fifty Thousand Club with Rhodes S. Baker, an attorney, as president and Temple Wheeler as Secretary was listed on the southwest corner of Commerce and Lamar.

The first skyscraper in Dallas, The Praetorian Building, was going up that year and apparently the businessmen of Dallas were not satisfied with the results from a number of uncoordinated agencies that were functioning. There seem to have been a number of earlier meetings which laid the groundwork for action that took place in November and December of 1908.

One of the first significant items appeared in the Dallas Morning News Issue of November 25, 1908 under the heading: SUBCOMMITTEE NAMED TO PLAN CONSOLIDATION. Two sub-heads read: "Commercial Organizations Expect a Report by Friday" — and "Desire is to form a strong central club, representative of all the combined business interests". — The story follows: "Having in view that drafting a definite plan by which the commercial organizations of the city may consolidate and thereby effect a strong central organization of the combined business interests of the city, a sub-committee was appointed yesterday at the meeting of the committee which Monday night was instructed by the several business clubs to affect a plan of consolidation."

"J. Howard Ardrey, Chairman of this committee, announced yesterday following the meeting of the committee, the appointment of the following sub-committee: J. Howard Ardrey, Commercial Club; Felix Webster, Cotton Exchange; W. O. Connor, Trade League; George W. Baker, Advertising League; Rhodes S. Baker, 150,000 Club and J. M. Wendelken, Implement and Hardware Association. This committee is expected to have a report by Friday."

The Saturday, November 28 issue of the News reported that the meeting had been postponed to Monday and the Friday, December 4 issue of the News reported: "Officers of the Commercial Club to resign. Way to be cleared for formation of central organization." The same issue reported: "Directors issue call to 150,000 Club to close up affairs and take part in mass meeting." The Sunday, December 6 issue reported: "Commercial Club and others planning to dissolve." (That same issue also reported that Tris Speaker led the Southern League in batting before leaving for the Boston Red Sox.)

The key report appeared in the Dallas News on Tuesday, December 8, 1908. This paper carried the headline Dallas had been waiting for: "ALL ARE COMBINED INTO CENTRAL BODY" with these sub-heads: "Leading Businessmen of the City agree to support Chamber of Commerce." — "Elect Fifteen Directors" — "These will select officers and proceed according to constitution and by-laws;"

(Continued on Page 63)

THE IMPETUS for Dallas' sparkling, modern skyline began fifty years ago with the founding of the Dallas Chamber of Commerce.



OPTIMISM: SYNONYM FOR 1959

Dallas enters 1959 with its general business attitude more one of optimism than perhaps ever before in history. Not only do the statistics reveal 1958 as a record year in some fields but they show it as a year of continued healthy growth on all fronts for Dallas while most other major United States cities were suffering through a recession.

It would be more than a little foolish to boast that Dallas felt no effects of the Recession of 1958. It was affected, but diversification of industry — a continuing aim of the Dallas Chamber of Commerce — made Dallas one of the nation's business bright spots during 1958. Dallas, with its well-balanced economy, not only maintained its gains of previous years but continued to grow.

In population Dallas (County) increased to 916,800 from 873,400. The City alone grew to 679,300 from 643,900. Despite adverse business conditions in other areas, Dallas' employment in 1958 grew from 353,540 to 357,680.

In the field of construction, Dallas experienced its biggest year. Residential building contracts amounted to \$145.6 million, up more than \$45 million over 1957. Non residential contracts were \$107.8 million, almost \$15 million over 1957. Building permits issued during 1958 were valued at \$153.2 million, up more than \$13 million from 1957 figures.

In the important residential field 13,200 family dwelling units were authorized by building permits, almost 5,000 more than authorized in 1957.

So much for 1958... What of 1959?

To say the picture looks bright would be a gross understatement.

The construction future appears excellent. A number of major projects will be brought to conclusion this year — foremost of them the Southland Center — but there are others still under construction: Federal Reserve Bank addition, Employers Casualty Building addition, Mayflower Investment Co. building, Blue Cross build-

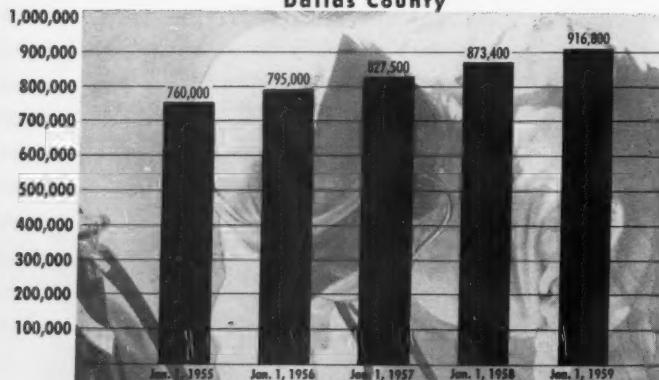
ing and a number of others. Construction is due to begin this year on the huge \$24.6 million Federal Center. Before too many more weeks of 1959 pass it is quite probable that at least one and maybe more new downtown buildings will be announced.

The residential building boom also shows no signs of abating. Building permits authorized during 1958 were double 1957 figures in some months. Much of this impetus will carry through the slack winter months and should pick up with renewed vigor in the spring.

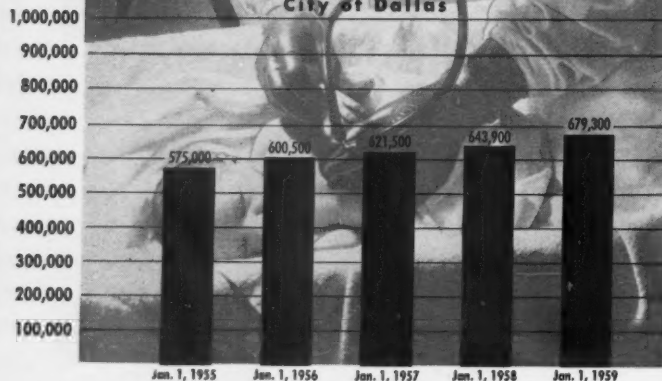
In addition to the tremendous highway-building program, now moving at multi-million-dollar speed, public construction received a tremendous boost in December when Dallas voters approved a \$50 million bond issue, with work to be done over the three-year period, 1959-61. Major items included \$22 million for streets, \$4.4 million for storm sewers and bridges, \$2.9 million for park improvements, \$1 million for libraries, \$900,000 for fire stations, \$5.6 million for sanitary sewers and \$15 million for water works improvements. This was the largest capital improvement program in the city's history.

Manufacturing employment, the phase

POPULATION
Dallas County

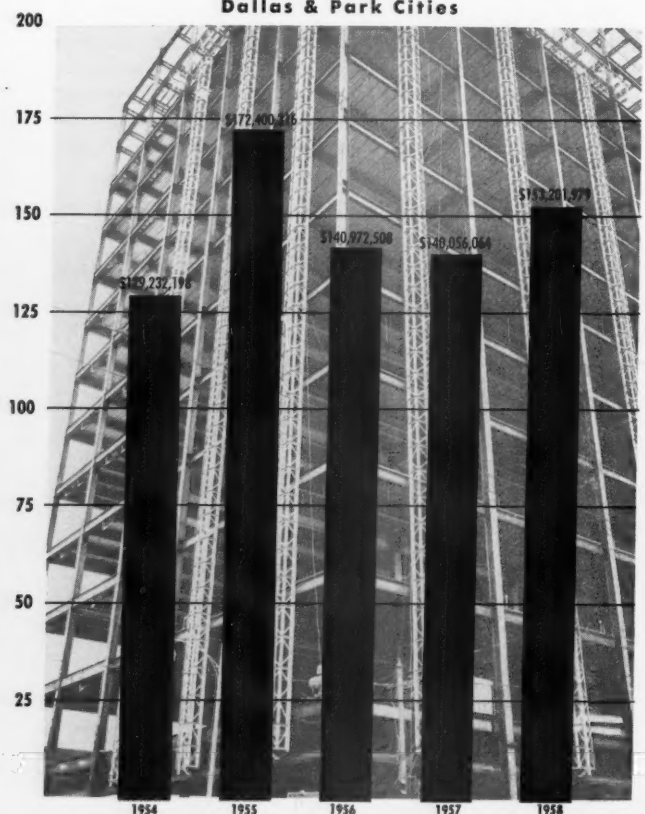


POPULATION
City of Dallas



Dollar Volume Building Permits

(Millions of Dollars)
Dallas & Park Cities



of Dallas business which suffered most during 1958, appears completely recovered with excellent prospects for continued future growth. Just this month Texas Instruments, Incorporated, announced that its rapidly increasing business was forcing it to enlarge its new plant just completed last June. Foremost Dairies is now constructing a 1½ million dollar plant, due for completion in late summer. During 1959, a number of other Dallas

Williams Company, which occupied a \$3 million plant in late spring.

Dallas continued to grow as the wholesale center of the Southwest during 1958. It is impossible to estimate gains, but the sprawling industrial centers off nearly completed Stemmons Expressway as well as in other sections of the city continued to expand as new wholesalers moved in and those already located increased the size of their warehouses.

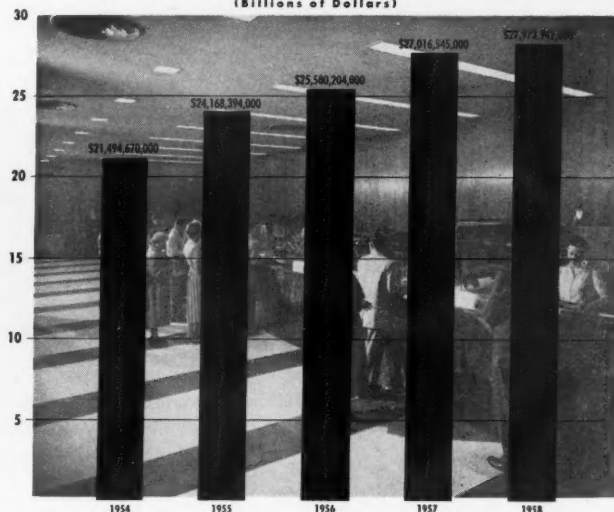
will create even bigger gains in attendance at 1959 markets and those in future years.

Despite impressive gains in manufacturing and wholesaling, Dallas businessmen last year organized Industrial Dallas, Inc., to conduct a three-year advertising campaign for Dallas and the Southwest in national business media, to boost Dallas even more as THE location for manufacturers and distributors in this area, both for regional and national distribution.

TOTAL EMPLOYMENT Dallas County



DOLLAR VOLUME BANK DEBIT (Billions of Dollars)



manufacturers will continue gains begun in 1958. These include Collins Radio, which completed \$1.7 million construction in June; Plastics Manufacturing Company, which moved into a new \$1.5 million facility during 1958, and Sherwin-

In the wholesale markets field Dallas also had a record year in 1958. The Furniture Market became Dallas' largest, and the Fashion Market and Gift Show continued to make gains. Opening of the gigantic \$18 million Trade Mart this month

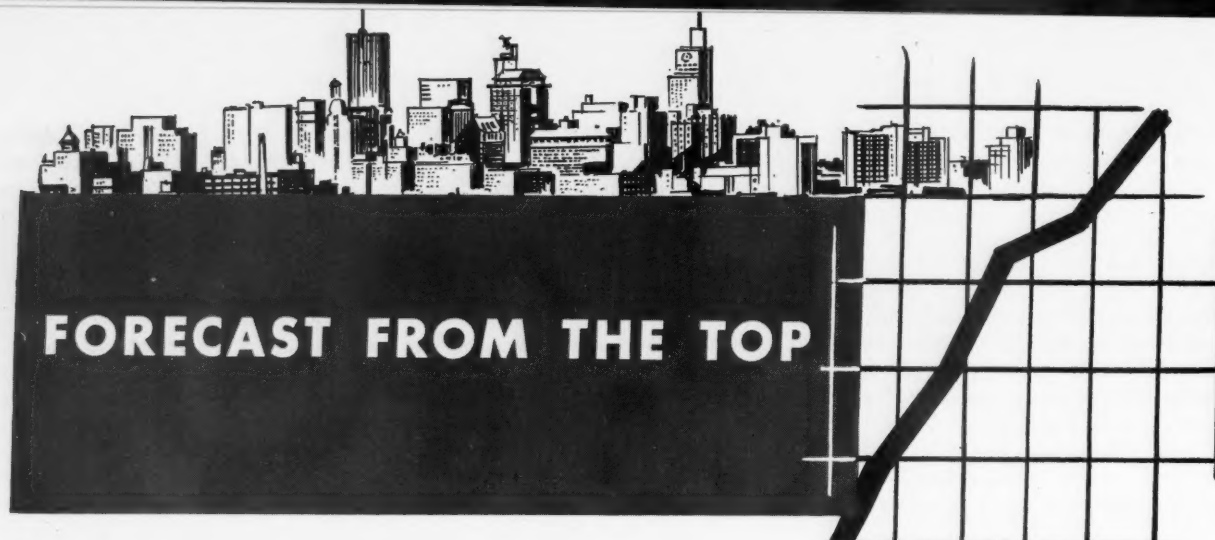
Retail sales in Dallas hit another all-time high in 1958, the third billion-dollar year in succession. Retail sales should continue to increase in 1959 as new stores open and older ones expand. The sprawling Big Town Center, just east of Dallas, is due for an early-1959 opening.

Figures are still incomplete but 1958 will certainly be recorded as the most successful convention year in Dallas history. Not only did the city have the two largest single conventions in its history—Rotary International topped 15,000 in attendance and American Dental recorded more than 12,000—but there were many more smaller conventions.

The coming year will certainly be another year of great growth for the Dallas banks. During 1958, Dallas further secured its position as the foremost banking city of the South and Southwest. All of Dallas' largest banks increased their capital structures; one passed the billion-dollar mark in total resources at year-end bank call, and there is reason to believe that a second will pass this milestone during 1959. Total bank deposits at the end of 1958 were at an all-time high of \$2,474,000,000, up almost \$400,000,000 from the previous year's figure.

1958 Dallas Business Box Score

- Employed Dec. 15, 1957 — 353,540*
- Employed Dec. 15, 1958 — 357,680
- Bank Clearings 1957 — \$23.6 billion***
- Bank Clearings 1958 — \$24.6 billion
- Bank Deposits Dec. 31, 1957 — \$2.09 billion***
- Bank Deposits Dec. 31, 1958 — \$2.47 billion
- Residential building contracts 1957 — \$ 99.2 million*
- Residential building contracts 1958 — \$145.6 million
- Non-residential building contracts 1957 — \$ 93.9 million*
- Non-residential building contracts 1958 — \$107.8 million
- Family dwelling units authorized by building permits 1957 — 8,701*
- Family dwelling units authorized by building permits 1958 — 13,200
- Value building permits 1957 — \$140.1 million***
- Value building permits 1958 — \$153.2 million
- Population Jan. 1, 1958 — 873,400*
- Population Jan. 1, 1959 — 916,800
- Population Jan. 1, 1958 — 643,900**
- Population Jan. 1, 1959 — 679,300
- *Dallas County
- **City of Dallas
- ***City of Dallas and Park Cities



What Top Businessmen Project for 1959:

by Al Altwegg

- "I think business in 1959 will be better than it was in 1958," said R. L. Tayloe, Southwestern vice-president for Sears, Roebuck and Co.
- "I can't help but feel conditions are good. All segments of the economy look good. I look for 1959 to be a good business year," said D. A. Hulcy, board chairman for Lone Star Gas Co.
- "I think the outlook is good. Barring international emergencies, 1959 should be above '58. I don't think there's any doubt about it," said President Ben H. Wooten of the First National Bank in Dallas.
- "I think the prospects are brighter and better," said Dan C. Williams, president of Southland Life Insurance Company.
- "I'm with the majority; I think it's going to be good," said James Ralph Wood, president of Southwestern Life Insurance Company.

If 1959 turns out as well as the business executives of Dallas expect, it will be a good year.

On the strength of conversations with many Dallas businessmen on the subject of the 1959 economic outlook, it can be reported that the sentiment among them is just about unanimous.

Almost to a man, they entered upon the new year 1959 in a spirit of temperate optimism.

They were optimistic, yes. But it was no wild or unreasoning optimism that they expressed. It did not lead any of them to make rash forecasts that the year ahead would set records.

The spirit they showed would more properly be described as one of hopeful expectation of better times.

Having been through a recession in 1958 and proved to their own satisfaction that it need not throw them into panic, they had a new confidence in the ability of American business and the national economy to weather setbacks.

And, as the old year ended and the new year began, they could look back on a steady and solid uptrend from the recession bottom. The steady and sure way the economy had come back must have added to the sureness with which those Dallas business executives faced the new year.

There are those who deprecate the value of forecasts made by business executives.

What do they know about what the future holds, any more than anybody else? That is the question those doubters like to

ask. And maybe it's not an unreasonable question; maybe there's a certain merit in the viewpoint of the doubters.

It's true, perhaps that business executives — in Dallas as well as elsewhere in the nation — are hardly prophets in the real sense of the word. They, themselves, would be the first to deny that they have any insight into the future beyond that of any other well-read student of the economy.

This viewpoint was expressed by Charles E. Beard, president of Braniff Airways. He put it this way:

"Although we are airline operators and no economists, we study as thoroughly as time permits the prognostications of the economists. Taken as a whole, these recognized experts forecast varying degrees of improvement in the national economy.

"Even though results may differ in degree from the forecasts, it is reasonable, in the face of practical unanimity of the experts' forecasts, to assume that the general level of the national economy will be better in practically all respects in 1959 than it has been in late 1957 and through 1958.

"Our plans are based on the expectancy of moderate improvement in the general national economy in 1959."

But it can still be argued, and it seems soundly, that the surveying of executive opinion concerning the outlook for the economic future does have real value.

It has value not so much for what the individual executive says as for the sum-total of opinion that the individuals express collectively.

If, as was true in Dallas at the start of 1959, the sentiment is not only optimistic but unanimously so, who could argue that that very circumstance is not significant.

For surely, if business executives expect a good year and find that their colleagues also look for a good year, then it is logical to assume that they will act on that basis. They will commit their companies to growth programs and expansion to handle improved business.

And just as nothing succeeds like success, so no businessman's sales will grow quite as surely as the man's who confidently expects his sales to grow.

If the nation's business executives expect 1959 to be a good year, that very fact will go far toward making 1959 exactly what they expect — a good year.

If the business executives of Dallas were confident about the future of the national economy, they were even more sanguine concerning the prospects for the Texas economy.

"I think Texas will continue to excel," said W. W. Overton Jr., board chairman of the Texas Bank and Trust Company.

"I think Texas business will show a slight improvement and continue to run ahead of the national level," said Austin F. Allen, board chairman of the Texas Employers Insurance Association.

And Sears-man Tayloe put it this way:

"I don't think we went down quite as far as the rest of the country, so we may not have the same relative increases.

"We were quite fortunate that we didn't have the difficulties that they had in the Midwest and western Pennsylvania, where the automobile industry and steel mills had so much trouble.

"We've had, in this area, an increase in the range and grass, so that agriculture has been good. We may not have the same relative increases, but overall we'll be all right."

Furthermore, as might be expected, every one of the executives expected his own firm to enjoy its full share of the prosperity he saw out ahead for the nation.

"I think we'll enjoy our share of it," said Southland Life President Williams.

"I think we're going to be ahead in deposits next year and I think we're going to be ahead in loans, too," said Banker Wooten.

"We look forward to continued growth," said Southwestern Life's Ralph Wood. "We in the insurance business probably have 85 per cent of the estates of all the people in the United States. As long as income taxes are the way they are, so that a man can't accumulate an estate in any other way, it's got to be that way."

"I feel the public utility business is perhaps one of the best indicators of business," said Lone Star Gas's Hulcy. "And we do expect to add about the same number of customers in 1959 that we did in 1957. 1958 was down a little bit. But right now, I and my associates are very optimistic."

And said Stanley Marcus, president of Neiman-Marcus Company: "Of course, we're very optimistic. But then we always are, so there's no news in that."

And this is the way it was put by J. Erik Jonsson, board chairman of Texas Instruments:

"Of course, the electronics industry will continue to follow the trend of the recent past, which is stronger than the national economy," he said. "It's a young industry and just getting going. And that's particularly true of our branch of the electronics industry — the semi-conductor, or transistor, business. And my guess is that our company will also out-pace the semi-conductor industry again in the year ahead."

But, come to think of it, there's nothing exactly startling about those statements. After all, if the boss doesn't expect big things of the company, who will? And if the boss doesn't expect big things, there will be no big things, will there?

Perhaps the really striking thing about the economic outlook of Dallas's business executives was the fact that they had so little to express gloom about.

A few of them did worry about inflation.

Insuranceman Wood, for instance, had this to say about it:

"Inflation! I think that's more disturbing than the Soviets. I think the most important issue of the present is the solidity of the American dollar — the most important thing to everyone, from the chimney sweep right up to the President of the United States. Whenever we lose faith in that, then we're gone."

And Banker Wooten also was worried about inflationary pressures. Asked if he thought anybody would be able to do anything effective against the problem, he remarked:

"Oh, it can be arrested by governmental processes, but it can't be cured."

Asked what the cure was, he replied:

"Two things — Business to be satisfied with its present profit margins, and labor to be satisfied with present rates of pay."

The problem of labor worried some of the executives.

Utilityman Hulcy commented:

"An unusual number of strikes would apply to the national situation and would apply to us. If there were any prolonged strike in steel, for instance, it would have a serious effect on us. But," he added, tempering his concern, "in the absence of strikes, I think business will be good."

A few had more individualistic worries, like Insuranceman Williams. Said he:

"Most disturbing factor in our own future right now is the uncertainty over the income tax law as it is now being studied in Washington. That's probably the most important issue facing the insurance industry at the present time."

And J. Erik Jonsson came up with this problem:

"One thing that really worries me is the increasing threat of foreign competition. We can't any longer go on taking care of those fellows, giving them our know-how and all that. They are tough competition. Those fellows know as much as we do. And they are willing to work harder. We're going to have to really buckle down to that problem."

Those were some of the concerns of Dallas business executives. And yet the really striking thing was the fact that there was no single worry or area concern that bothered any significant number of the executives.

And there were actually a surprising number of the men who said quite frankly, that they were not especially worried at the moment about any real problems.

But the really philosophical viewpoint was expressed by Braniff President Beard. Probably he expressed the true underlying sentiments of most of the colleagues when he said this:

"We will have new and different problems to solve in 1959, as in 1958 and all previous years. Any time we don't have them, we're either standing still or sliding backward."

"Historically, we have anticipated future problems as far ahead as possible and prepared for them. Those that could not be anticipated were met and solved as they arose. We expect to do the same thing in 1959."

"In this sense we see nothing 'disturbing' in 1959, without in any sense being complacent and without discounting the serious nature of some of the things we will encounter as the new year passes by."

Interview With C. A. Tatum:

(C. A. Tatum, President of Dallas Power & Light Co., has recently been elected President of Industrial Dallas, Inc., the special-purpose, non-profit corporation set up to supervise a national industrial advertising campaign for Dallas. In this DALLAS interview, he explains the philosophy of the campaign as well as giving its current status.)



INDUSTRIAL DALLAS: *Why?*

Why Should Dallas Advertise?

To stimulate our industrial growth.

To bring desirable new jobs and new payrolls to Dallas.

To diversify Dallas' economy further.

And there are a number of reasons why the Industrial Dallas advertising campaign is particularly timely and necessary. It will reach executives as more and more of them are planning their unprecedented expansion of the early 1960's. By working now, Dallas can make sure that its name will be on the right plans for these new businesses... these service establishments, sales offices, warehouses and factories that American business must provide to meet its expanding markets within the next decade.

We have a great deal of competition in this field. Today there are some 1,800 communities that have active development commissions. Add to this the number of state agencies and the hundreds of railroads, public utilities, banks, etc. who seek to attract new businesses and the magnitude of the competition becomes apparent.

Advertising has been found to be particularly effective in this field. Some 6,400 organizations ranging from local chambers of commerce to state commissions are active industrial advertisers. It is estimated that they now spend over \$40 million a year for space advertising only

and at least that mount additionally on collateral material, personal selling and other activities and services.

Of course, there is every reason to expect that Dallas economy will continue to enjoy normal growth. We feel, however, that this trend can be accelerated by the national advertising and promotion of Industrial Dallas.

Have We Ever Advertised Dallas Before?

Yes, very successfully. Dallas' modern industrial surge dates from the national advertising campaign conducted by Dallas in the three-year period, 1928-30. This \$500,000 campaign centered the attention of industry upon Dallas as the manufacturing-distribution center of the

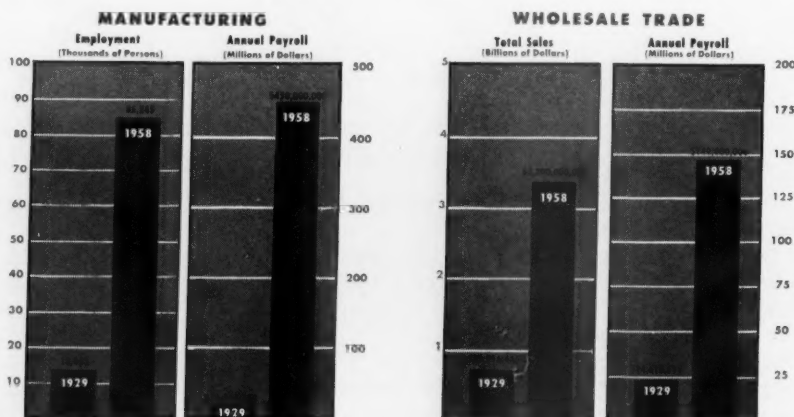
Southwest. During this campaign, 4,711 executives of American business responded to the advertisement.

How Successful Was the Campaign?

Business statistics themselves reflect impressively the campaign's success.

The year before the campaign started, 88 new branches of regional or national concerns were opened in Dallas. In the first year of Industrial Dallas advertising, the total was 163 branches; the second year, 221 and the third year, 241.

In the three years before the campaign began, Dallas obtained a total of 1,364 new businesses of all types. During the Industrial Dallas advertising, 1928-30 (the latter a real depression year), the



number of new businesses established in Dallas jumped to 2,284.

In many cases the cumulative effects were even more advantageous to Dallas. Sales branches came here and later grew into distributing warehouses. Warehouses were established which later grew into manufacturing plants. The campaign generated prospects, some of whom did not materialize into factories, warehouses or sales offices for 15 or 20 years after their initial expression of interest. But the campaign got them in touch with the Chamber of Commerce and gave Dallas an opportunity to develop their interest and to furnish factual information tailored to their particular needs.

The campaign was such a success that the businessmen extended it on a smaller scale through 1933.

What Is the Status of the Current Campaign?

Almost all the preliminary work has been finished. Crook Advertising Agency of Dallas has been chosen to handle the advertising. They will work very closely with the Advertising Committee of Industrial Dallas, Inc., on which R. L. Thornton, Sr., and Marvin Davison serve with me. Charles Yeager, Dallas public relations counselor, has contracted with the committee to coordinate all activities of the campaign and serve as liaison between the agency, the committee and the Chamber of Commerce.

In a very short time the Crook Agency will be able to submit its overall plan to

the Board of Industrial Dallas, Inc. When this plan is approved, the agency and Mr. Yeager can begin the detail work necessary before the ads are placed.

When Will the First Ads for Industrial Dallas Be Published?

Our first advertisements will appear in top national business media shortly after Labor Day.

What Media Will Be Used?

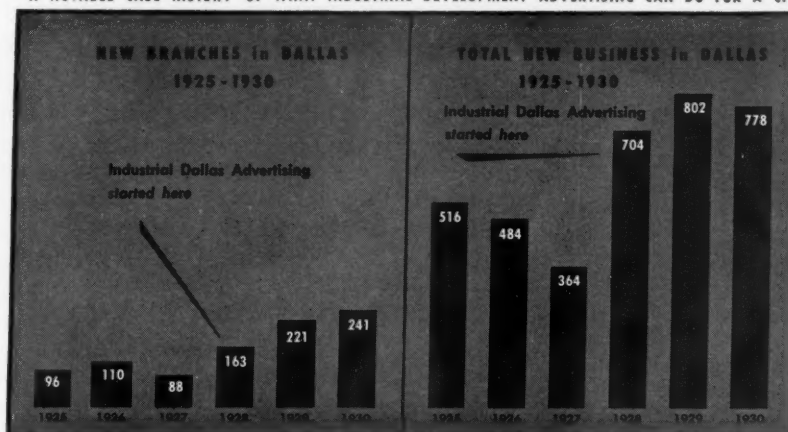
The campaign thirty years ago used some general circulation media such as the Saturday Evening Post and Literary Digest. This was because one objective then was to make the entire country more aware of Dallas. Also, thirty years ago, there were fewer media planned and

What Sort of Advertising Will Be Done By the Coming Campaign?

The advertisements will have a "fresh" theme, a factual approach, a Dallas flavor. They will be aimed at the businesses which Dallas needs most, which will do Dallas the most good. The entire effort will be pitched on the Dallas Metropolitan Area as the location which offers most to new and expanding businesses.

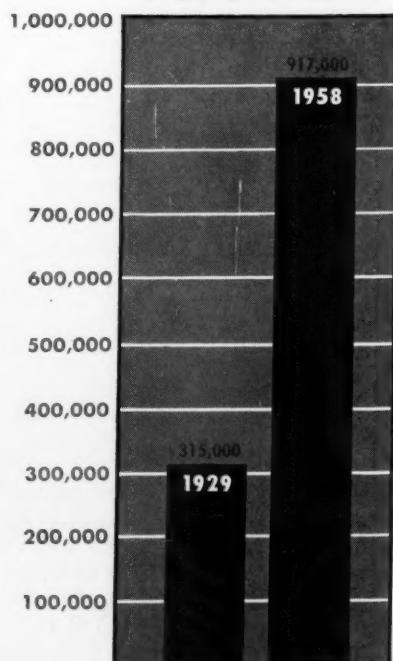
The basic motivation for the planning of new or expanded business operations is the ability to reach most potential customers on a profitable basis. This is true of both manufacturing and non-manufacturing businesses. Dallas' physical relation to consumer markets, either regional or national, is therefore its chief asset in

A NOTABLE CASE HISTORY OF WHAT INDUSTRIAL DEVELOPMENT ADVERTISING CAN DO FOR A CITY



CHARTS, above, show some marked advances made during the first Industrial Dallas campaign.

POPULATION



published for the business executive. To reach business executives in those days it was more necessary to use the mass circulation media. Since Dallas now has no pressing need for general publicity the present campaign can concentrate on the less expensive but equally effective media insofar as business executives are concerned. It is felt that the present advertising will be restricted to those magazines and newspapers that have demonstrated leadership among decision-making executives of American business. This will be a business promotional effort only. It does not embrace any of the collateral objectives such as the promotion of Dallas tourist business, its convention business, etc.

seeking new payrolls. Dallas must demonstrate through this advertising that the business that locates facilities here can reach more customers or potential customers, serve its customers or potential customers better or at a lower cost.

In the final analysis, an industrial advertising program for Dallas must present the assets which Dallas has to offer industry: location in relation to the firm's consumer market, labor supply and skills, power supply and costs, transportation facilities, raw materials (supply of semi-fabricated materials or component parts and availability of supporting industries), fuel supplies and "environment," which

(Continued on page 58)

CHARTS, left, show the tremendous advances made by Dallas in the years since 1929. The 1929 Manufacturing and Wholesale Trade figures were from 1929 U. S. Business and Manufacturers Census. 1959 figures are estimates based on 1954 U. S. Business and Manufacturers Census. 1929 population is estimate based on 1930 U. S. Census of Population. 1958 Population is Dallas Chamber of Commerce estimate. All figures were compiled by the Research Department of the Dallas Chamber.

Dallas Faces "Catch Up" Challenge

by **G. Duffield Smith**

Executive Vice President & General Manager
Better Business Bureau of Dallas, Inc.

10 Points for Wise Giving

People — and more people — continue to make Dallas "bigger" and "bigger." And while the dynamic enterprise of Dallas business continues to meet the challenge of expanding demand for more of almost everything — office space, hotel rooms, restaurants, shopping facilities, homes, apartments, and a multitude of other things from which entrepreneurs may expect a profit — the non-profit organizations of the city that serve the social service, health and welfare needs of our people face up each day to the growing burden of meeting the demands of an expanding community with staffs and facilities geared to a Dallas of yesterday.

All of which means that 1959 is going to be another year in which Dallas plays "catch up" with its continuing growth . . . that Dallas business will be called upon to support a continued expansion of valid, necessary social service, health, and welfare programs. The discharge of social responsibilities must be successfully planned, financed, and directed locally by local leaders and citizens working together if the field of servicing the needs of the "halt, lame and blind" is not to be yielded by abdication to the forces of government.

Thus to meet this inevitable demand for funds created primarily by the demands of more people, it becomes increasingly important that contributions be conserved for the necessities and that wasteful leaks into questionable and fraudulent enterprises masquerading in the name of charity and philanthropy be avoided.

Fortunately Dallas has an excellent system of solicitation control through the coordinated activities of the City of Dallas

Funds Solicitation Board, Dallas County Campaign Screening Committee and the Better Business Bureau, with the BBB serving as the central clearing house for information about solicitation and fund raising activities. This makes it possible for contributors — corporate and individ-

ual alike — to secure factual information upon which intelligent decisions may be made. So, in 1959, "give, but give wisely" on the basis of facts and assure that your charity dollars do the maximum job with maximum efficiency. And if in doubt, check with the Better Business Bureau.

1. Learn exact name and address of the soliciting organization, as well as the names of its principals. Certain questionable organizations have intentionally adopted names similar to well-known charities.
2. Pay no attention to unordered merchandise or tickets accompanied by request for payment. You are under no obligation to pay for them. If pressed for payment on the merchandise, tell the promoter to retrieve it promptly, or you will charge him storage.
3. Request confirmation by letter, when solicited by telephone. "Boiler Room" tactics ("high pressure" via telephone) are not employed by legitimate organizations.
4. Demand to know how much of your dollar actually will reach the cause for which it is solicited. In many instances, this information can be secured from the BBB.
5. Don't be impressed by the use of names of well-known persons. Such use may be unauthorized. Ask the BBB.
6. Do not pay in cash. If you contribute, ask for a statement by mail and make payment by check to the organization's headquarters.
7. Don't be impressed by every appeal having a religious angle. Some are mere "one-man organizations" or "store front churches," with a trick name masking a "fast buck" operation.
8. Beware of threats, "pressure" selling, promises of favors or "protection," when urged to buy advertising space, and ignore the sly suggestion you need friends among factory inspectors, labor organizations, or the police. Report such solicitation to the BBB.
9. Restrict contributions to bona fide charities on which adequate information first has been obtained.
10. Check with the Better Business Bureau when in doubt.

1958...A Year of Historic Growth and Earnings

**CAPITAL AND SURPLUS
ONE HUNDRED MILLION DOLLARS**

**TOTAL RESOURCES NOW OVER
ONE BILLION DOLLARS**

Statement of Condition

December 31, 1958

Resources

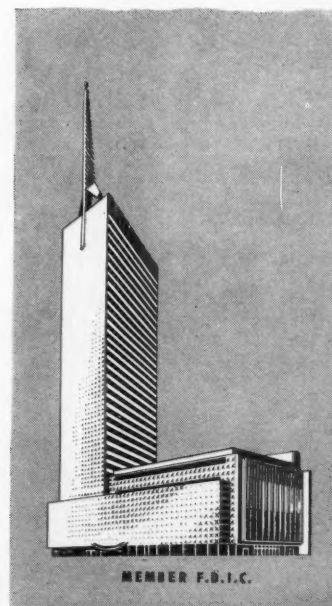
Cash and Due From Banks	\$ 274,368,288.19
U. S. Government Securities	158,358,811.69
State, Municipal and Other Securities	19,665,602.81
Stock in Federal Reserve Bank	3,000,000.00
Loans and Discounts	528,423,370.76
Bank Building and Equipment	24,343,367.98
Customers' Liability on Acceptances	28,828,030.44
Other Assets	1,317,687.71
TOTAL	\$1,038,305,159.58

Liabilities

Capital	\$ 37,866,576.00
Surplus	62,133,424.00
Undivided Profits	1,105,560.60
Reserve for Contingencies	\$ 12,834,697.00
Reserve for Taxes, et cetera	7,204,217.11
Acceptances Outstanding	31,020,030.44

Deposits:

Individual	\$639,894,021.50
Banks	227,627,415.40
U. S. Government	18,619,217.53
TOTAL	886,140,654.43
	\$1,038,305,159.58



REPUBLIC NATIONAL BANK
OF DALLAS

the new Officers



The Dallas Chamber of Commerce begins 1959 with two new officers and six reelected for additional terms. Their civic accomplishments affirm the strong leadership Dallas may count on in the year ahead.

L. T. POTTER
President

PAUL CARRINGTON
National Councilor

J. D. FRANCIS
Treasurer

W. C. WINDSOR, JR.
Vice President

JAMES K. WILSON, JR.
Vice President

J. BEN CRITZ
*Vice President,
General Manager*

AVERY MAYS
Vice President

ANDREW W. DeSHONG
Assistant General Manager

L. T. Potter, president of Lone Star Gas Company, has been elected President of the Dallas Chamber of Commerce for 1959. The Board of Directors also elected James K. Wilson, Jr., vice president and re-elected as vice presidents W. C. Windsor, Jr., and Avery Mays.

Other officers re-elected included J. Ben Critz, vice president and general manager; J. D. Francis, treasurer, and Paul Carrington, national councilor. Andrew W. DeShong has been reappointed assistant general manager.

New Board members elected to three-year terms by the entire Chamber membership in December were Aubrey M. Costa, Dr. James Gill, C. J. McCarthy, Herbert L. Nichols, Charles A. Sammons, C. A. Tatum and L. H. True. Other members of the Board are Harry Bass, William A. Blakley, Milton Brown, Trammell Crow, Leland S. Dupree, Vance Foster, Robert McCulloch, C. B. Peterson, Jr., Henry X. Salzberger, Leon Tate and Dan C. Williams.

Mr. Potter, a graduate of Texas A&M College, has been active in civic affairs. He is past president of the Dallas County Community Chest and is a director of the Greater Dallas Planning Council, Dallas County Red Cross, Boy Scouts of America Circle Ten Council, the Better Business Bureau, the Adamson High School Scholarship Fund, Goodwill Industries, and the East Texas Chamber of Commerce.

He is a member of the Cotton Bowl Council, Council of Social Agencies and the Board of Trustees of Methodist Hospital, and is a director of the Dallas Zoological Society.

Mr. Potter is a past president and director of Industrial Dallas, Inc., the corporation set up to handle a three-year, national advertising campaign to promote

Dallas and the Southwest to national business. Mr. Potter also was chairman of the Industrial and Economic Development Committee of the Chamber in 1957.

Mr. Wilson, vice-president and merchandise manager of Jas. K. Wilson, is vice president of the Central Business District Association and is a director of the Texas Psychiatric Foundation. He is also a member of the Cotton Bowl Council and the Dallas Airpower Council. He is a graduate of Southern Methodist University.

Mr. Windsor, a native Texan, is a graduate of the University of Missouri. He is a member of the Board of Trustees for the Graduate Research Center at S.M.U., the Hockaday School and the Dallas Health Museum. He is Texas vice president of the Southern Association of Science and Industry, and is a member of the board of directors of the Dallas Symphony Orchestra, the Salvation Army, Texas Good Roads Association, Greater Dallas Planning Council, Texas Psychiatric Foundation and the Trinity Improvement Association.

Mr. Mays, a general contractor and developer, came to Texas from Alabama as a small boy. He has taken part in numerous civic activities. Past president of the Oak Cliff Chamber of Commerce, he also served as president of the Dallas Home Builders Association, which he represented as a director of the National Association of Home Builders.

He is a member of the Board of Directors of the Greater Dallas Planning Council, the Urban Renewal Committee of the City of Dallas and the Mayor's Master Plan Committee. He is a member of the Kessler Park Methodist Church, where he is official board chairman, trustee and a member of the Building

(Continued on page 59)



DALLAS Visits

MUZAK

From the bottom of the swimming pool at 4930 Cedar Springs to the top floors of dozens of office buildings, "Music by Muzak" fills the Dallas air. This famous national organization which has combined music and business — with a profit for all concerned — has enjoyed great success here in Dallas. And the facts of this success sound especially good coming from the New York headquarters of Muzak.

"We have almost 200 franchises now," points out Muzak President Charles C. Cowley, "but Dallas is certainly one of the finest."

To be labeled "finest" by Muzak is honor indeed, for this company — just celebrating in 1959 the twenty-fifth anniversary of its famous name — is a true business pioneer. Along with Kodak, Victrola and Coke, it is one of the American businesses that have made their trade names generic terms. When Muzak entered the so-called "background music" (it is not "background" at all, but more about this later) field almost a quarter-century ago, it was new business territory. Today, there are competitors but Muzak has almost evolved a science of music, which it sells to the happy tune of around \$12 million a year.

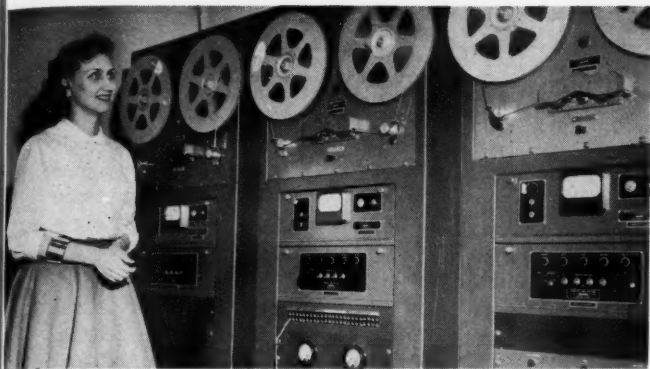
It is this science of programming that first made Muzak popular and continues to keep it ahead of the field. It is this programming that causes people to pay for Muzak's services when they could play phonograph records or the radio and get music without cost.

Muzak estimates that every working day some 54,000,000 Americans come under the spell of its music, and they generously concede that this estimate may be conservative. A franchise operation in cities other than New York City, Muzak, through "space age" automation and use of tape recordings, goes into small as well as larger cities.

The Dallas franchise, one of Muzak's oldest, was established in 1945. Tom Keese, president, estimates that his Dallas firm dispenses the famous music to some 250,000 men and women each working day. In addition to such unlikely places as underwater at the swimming pool and the Central Jury Room, Dallas Muzak also goes to almost a dozen banks, including the four largest, the Merchandise Mart, Dallas' largest hotel, a number of large and small restaurants and many office buildings. Music specially planned for industrial areas is fed to many Dallas manufacturers, including Uvalde Construction Co., B&G Sportswear, Texas Meat Packers and Stockton Manufacturing Co.

Programs are put on tape in New York in one of the world's finest and largest tape recording studios. The music comes from the thousands of master discs in Muzak's huge record library, now valued at more than \$10 million. Three reels com-

MUZAK, a Dallas Chamber member, invited DALLAS to visit their facilities and meet with company officers in New York City. Here is Hal Dawson's report:



IN MUZAK'S Dallas franchise, tape playback machines are loaded with 8-hour tapes. These three machines, running in sequence, will provide Muzak planned background music for one full 24-hour day. New programs are played every day of the year.

prise a twenty-four-hour sequence. One set of three reels is shipped to each one of the seven Muzak central offices over the United States. Each office has some 25 franchisers serving local subscribers. The reels are passed from franchiser to franchiser until each area has heard the original sequence as created in New York. Then the reels are shipped back to New York and erased. If the tape is not damaged, it is used again for another sequence. Multiply this operation by 365 and you have an idea of the annual operations of Muzak.

The key to the Muzak success is its programming. At the heart of the operation — and, indeed, the heart of the entire organization — is Don O'Neill, the firm's oldest employee in point of service, since 1937, and a man who can easily claim to be the world's foremost expert on music for mass consumption.

After spending several hours listening to this quiet, yet forceful, individual discuss music and hearing him disagree so repeatedly and so intelligently with conventional theories, it is impossible to argue with those — and there are many — who call him "a true genius."

"First of all," Mr. O'Neill will tell you, "we don't sell music.

THE MUZAK tape recording studios are the largest and finest in the world. This picture shows the recording machines in operation recording Muzak programs on 8-hour reels for distribution to its 190 franchisers.



We sell programming." And he will object to any use of such terms as "background music" or "mood music."

"All music can be played in the background, and all music has some kind of mood," he argues with irrefutable logic. "That's what makes our programming so important."

He can produce charts showing how Muzak plans its music to the last minute, down to the type of musical selection, the size orchestral group that will play it and even the number of strings and brasses. Muzak has made studies showing the attitudes and behavior of factory and office workers throughout the average day. The studies chart the highs and lows, and it is these lows that Muzak attempts to overcome with the right music at the right time.

"We go counter to the usual industrial fatigue curve," Mr. O'Neill explains. "When the employee shows up in the morning, he's in good spirits and the music is relatively calm. Later on, around ten-thirty he's getting tired and feels the tension, so we give him a lift. Toward noon, he's looking forward to lunch and feels all right and we let the music relax. In mid-afternoon, fatigue sets in again, and we try to pep him up with something rhythmic, even stronger than that in the morning."

In essence, that is Muzak's programming.

Despite the emphasis on programming, Muzak pays close attention to its music. "We have to be careful to make our arrangements music to hear, but not to listen to," Mr. O'Neill points out. "Our arrangements can't be too outstanding.

"Still," he states, "we have to keep up with the latest hit tunes. People like to hear them, and we don't want to become identified only with old music. We also have to revise our arrangements of the old standards because styles of music change."

Despite a library of literally tens of thousands of selections, some recorded in as many as five different versions, Muzak continues to record new selections, at the rate of approximately 20 a month.

In addition to music for industrial areas, offices and public places, Muzak also supplies two other services, with special programming and special equipment for playing the music. Travel Muzak has units constructed for installation on planes, trains, ships or buses.

No matter where you are in Dallas — or anywhere else in the U.S. — you are never far from "Music by Muzak."

TWO BANKS of tape recording machines record the music played by one of the operators at Muzak's New York studios. Each of the machines records eight hours of music on 14" reels of tape.



AGRICULTURE

A Report on the Agribusiness Survey Another First for Progressive Dallas

by Charles E. Ball

Chairman, Agriculture Committee, 1958

America is in the midst of an "Agricultural Revolution!"

No other basic industry has experienced such sweeping and staggering changes during the past two decades. And every businessman in Dallas is being affected—mostly to the good, some to the bad—by these changes.

This is why the Agricultural Committee of the Dallas Chamber of Commerce took the adventurous step in 1958 of sponsoring an Agribusiness Survey. A grant was made by the Dallas Chamber of Commerce to Texas A & M College, which in turn matched the funds and assigned Dr. Donald S. Moore of the Agricultural Economics Department to conduct the Dallas survey—the first such survey ever conducted by a major city.

Agribusiness is a new term and a new concept which includes (1) suppliers, (2) farmers and (3) processors.

The number of farmers has declined rapidly in recent years, in Texas and in the U. S. In 1940, 34% of all Texans lived on farms; in 1958, the number had declined to 11%; and by 1975 farmers are expected to account for only 8% of the Texas population.

But agribusiness isn't dwindling; it's growing!

For every man on the farm today, producing food and fiber, there is one man in town supplying him with production items. And there are 1.7 men in town processing the farmer's products. In 1958, 11% of the total population of Texas was engaged in supplying farmers and 18% of the population was processing his products.

This means that only 27% of the people in agribusiness live on farms today. The remaining 73% live and work in town.

In Dallas County, the area covered by this survey, there are only 2,400 farmers. And the cash value of their products sold in 1957 was \$10.6 million—only one-half of one percent of the total County income. But the other segments of agribusiness—supplying and processing—were found to be immense and impressive.

Food Industry of Dallas

Food manufacturing is the second largest manufacturing industry in Dallas—

second only to transportation manufacturing, which includes aircraft and automobiles. Some 11,000 persons are employed in food manufacturing and have an annual payroll of \$48 million. The manufacture or processing of meat products, dairy products and of bakery products each accounts for well over 1,500 employees.

When the numbers employed in food transportation and warehousing are added to manufacturing, the industry becomes

Retail Trade

More people are engaged in retail trade in Dallas than in any other industry. Of 66,000 employees in this category, over 25% work for food stores, eating places, florists and farm and garden supply stores—establishments that disperse farm products.

Transportation

Some 17,000 people are employed in this industry. Approximately 6,900 persons are employed by trucking companies alone. And they estimate that at least 1,500, or 1/5 of their employment, is engaged in the hauling of agricultural commodities. Of course, food distribution accounts for a large portion of these people, slightly over 1,000.

Table I
WHY AGRIBUSINESS IS GROWING

	1940	1958	1975
U. S. Population (million)	132	175	228
Farm Population (million)	30	21	8
Number of Farms (million)	6.1	4.1	2
Average Size Farm (acres)	329	497	700
Average Investment per Farm	\$7,000	\$32,000	\$60,000
Persons Supported per Farm Worker . .	11	25	40

even more dominant. Over 1,000 truckers in Dallas are engaged in hauling perishable agricultural commodities alone.

So the total food industry—processing, transportation and distribution—has an employment of nearly 35,000 or approximately 10% of the total employment in Dallas County.

Wholesale Trade

Dallas has long been known as the Distribution Center for the Southwest. Of the 21,000 people engaged in the wholesale trade in Dallas, about 3,200, or approximately 15%, are engaged in the wholesaling of food. Some 60 food brokers in the county employ approximately 500 people, with an annual payroll of over \$2 million, and transact a total volume of business estimated at \$400 million annually.

Many farm machinery distributors are headquartered in Dallas also. They employ some 900 people, have a payroll of \$5.2 million and sell \$50 million worth of equipment per year—about 85% of the total bought by Texas farmers and ranchers!

Table II
TEXANS EMPLOYED IN
AGRIBUSINESS
(Percent of total population)

	1940	1958	1975
Suppliers	4%	11%	12%
Farmers	34%	11%	8%
Processors	7%	18%	20%
Others	55%	60%	60%

Then, about 3,700 people work for the nine railroads that service Dallas. During 1956, they estimated that about 40% of their gross revenue came from hauling agricultural commodities—fertilizer, farm implements, cotton, cottonseed, food products, insecticides, animal feeds, etc.

The Cotton Industry

Cotton still is King in Texas, amounting to about 1/3 of the total value of agricultural production in the state. The 1958 production totaled 4,350,000 bales—37% of the national crop. While the major cotton producing areas in the state are

now well to the South and West of Dallas, cotton still is an important factor in our city's economy.

From 1950 to 1956, over 1,250,000 bales were purchased annually here, making Dallas the second largest spot cotton market in the world. In 1957, however, the volume dropped substantially putting Dallas behind Memphis, Fresno and Houston.

Still, some 137 members of the Dallas Cotton Exchange employ over 1,000 people, who handle about 1,000,000 bales of cotton a year, worth \$175 million.

Dallas is the "Gin Machinery Capitol" of the world. This is the largest non-electrical machinery manufacturing industry in the city. Employing some 2,000 people, they had shipments in 1954 valued at \$14 million.

Cotton and cottonseed products are used extensively by other manufacturers in Dallas, also. Examples: (1) Cotton linters and textile cloth purchased by five large furniture and mattress companies in 1957 were worth \$2.5 million. (2) One food manufacturer purchased 20,000,000 pounds of cottonseed oil during the past year.

And Dallas is the headquarters for a number of cotton trade and service associations: National Cottonseed Products Association, Texas Cotton Ginners Association, Texas Cottonseed Crushers Association, Cotton Gin and Machinery Supply Association, Dallas Cotton Growers Association, National Fats and Oils Brokers Association, Texas Cotton Growers Co-Op Association and the Certified Seed Growers Association.

So the sum of people in Dallas directly dependent upon cotton for their income totals up to approximately 5,000. This does not include indirect activities tied to cotton, such as the large apparel manufacturing industry in Dallas, finance and insurance or transportation.

Other Agribusiness in Dallas

While the final report on this survey has not been published, the preliminary report given to the Agricultural Committee of the Chamber of Commerce did indicate that agribusiness was important in a number of other industries in Dallas. Among them:

—**Publishing.** More major farm magazines have offices in Dallas than any other city in the United States. These include "Progressive Farmer," "Farm and Ranch," "Farmer-Stockman," "Farm Journal," "Southwest Implement Journal" and the "Cotton Gin and Oil Mill Press."

—**Paper and Allied Products.** Of 2,200 employees, with an annual payroll of

nearly \$11 million, over one-half are involved in the manufacture of shipping cartons, corrugated boxes, wax paper and paper bags — all of which are used primarily for food and other agricultural products.

—**Finance.** Current loans and discounts to farmers, plus loans secured by cotton and other agricultural commodities, by Dallas banks total about \$60 million. Further, about 1/5 of the total deposits in all Dallas banks comes from correspondent country banks where agriculture is the major source of income.

—**Conventions.** During the first two months of 1958, some 2,400 people attended conventions in Dallas of a strictly agribusiness nature.

—**Government.** The U. S. Department of Agriculture has several area or regional offices in Dallas, employing about 800 people with an annual payroll of \$5.5 million.

Agribusiness Becoming Big Business

In 1958, the average size farm in the United States was 497 acres, compared to 329 acres in 1940. The average investment per farm was \$32,000 in 1958, compared to only \$7,000 in 1940. And a recent prediction by Kenneth L. Bachman, USDA Economist, says, "By 1975 the average investment per commercial farm will be \$80,000!"

So as farms become larger and more commercialized, and as consumers demand more services for food packaging and processing, the amount of agribusiness in town will continue to grow.

As Dr. Donald S. Moore, who conducted the "Dallas Agribusiness Survey," concluded, "If Dallas is to participate fully in the growth of agribusiness, it should be alert to the changes and adjustments that are occurring in agriculture."

A few of the "growth industries" that he sees as having potential for Dallas: (1) expanded vegetable production and food processing; (2) the manufacture of agricultural chemicals, an area where Dallas now lags some other Southwestern cities; (3) the manufacture of specialized farm equipment used widely in the Southwest, such as irrigation and soil conserving machinery; and (4) a booming frozen food industry.

Agribusiness is a dynamic, rapidly changing and growing industry. With 90,000 Dallas County citizens already employed in agribusiness — one out of every four employed in the country — and with our existing momentum in this direction, there undoubtedly is a real challenge and opportunity in an expanded Agribusiness for Dallas.

EMPLOYMENT IN DALLAS AGRIBUSINESS

(Approximate)

Persons Employed
Total Employees in Dallas 343,000

Agribusiness Employment 90,000

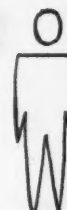
Agribusiness % of Total 26%



Payroll
Total Employees in Dallas \$1,700,000,000

Agribusiness Employment \$420,000,000

Agribusiness % of Total 24%



AGRIBUSINESS EMPLOYMENT OTHER INDUSTRIES



PAPER PRODUCTS
50%



**NON-ELECTRICAL
MACHINERY
MANUFACTURING**
30%



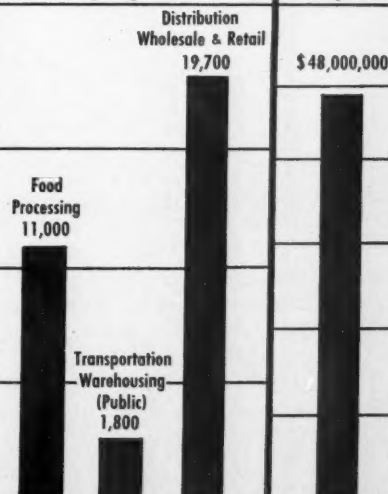
**RAILROAD
EMPLOYEES**
40%



**TRUCK
TRANSPORTATION**
20%

FOOD INDUSTRY Employment

Payroll



Membership Committee Beats All-Time Record



TOP HAND AWARDEES and their wives at the Membership Committee's Annual Dinner are (L to R): State Representative Bill Jones and Mrs. Jones, Mr. and Mrs. Raymond Percival, Mr. and Mrs. Hugh Howard, Mr. and Mrs. W. R. "Bill" Conklin, and Jack Gidcumb.



TOP HAND AWARDEES and their sponsors at a December meeting of the Membership Committee. They are (L to R): Sponsor P. M. Rutherford, Jr. and Awardee Floyd Martin, Dallas Power & Light Company; Sponsor L. A. Bickel and Awardee Carol Neaves, Lone Star Gas Company; R. E. Johnson and his father, C. O. Johnson of Macatee, Incorporated; Judge Claude Williams and Awardee Bill Shaw, District Clerk; Sponsor T. W. Browne and Awardee John Horton, Dallas Public Schools.



1958 LIFE MEMBERS and their most valuable aides at the Membership Committee's Annual Dinner are (L to R): Co-Chairman W. C. Windsor, Jr. and Mrs. Windsor, VC Oliver Erickson and Mrs. Erickson, Triple Life Member VC John C. Wantland and Mrs. Wantland, Quintuple Life Member VC James W. Layne and Mrs. Layne, VC Leon Marshall and Mrs. Marshall, and Quintuple Life Member John J. Hospers and Mrs. Hospers. One of the 1958 Life Members, Quadruple Life Member Jerome K. Crossman could not be present.

Some said it couldn't be done but the 1958 Membership Committee proved otherwise. The committee passed its self-imposed goal of 2,800 memberships for the year and ended with a total of 2,958 on December 31. Co-Chairmen N. W. Ryan and W. C. Windsor, Jr. led the Committee to this all-time record-breaking feat and there is little doubt that the Dallas Chamber will maintain No. one ranking in the United States as the largest Chamber due to the work of the dedicated 110-man committee.

The results were made known at the 1958 Awards Luncheon in the Century Room of the Adolphus Hotel on January 6. Erik Jonsson, 1958 Chamber President, presented the three "President's Trophies," the "Most Valuable Committeeman Award" and the "Top Hand of the Year" trophy.

VC James W. Layne, whose section sponsored an unbelievable total of 670 memberships, won the No. 1 "President's Trophy". The second place cup went to VC John C. Wantland whose group sponsored 334; third place winner was VC Pat Chandler whose section totaled 245 new members. VC John C. Wantland also won the "Top Hand of the Year" award by sponsoring 150. He also won this award in 1956. Life Membership Ralph Breum was presented the "Most Valuable Committeeman" award as a result of election by members of the committee.

James E. Gibson received his Life Membership Award for sponsoring his one hundredth member and Co-Chairmen Ryan and Windsor were presented plaques from the Chamber's Board of Directors in recognition of their outstanding leadership.

At the awards meeting 1959 Chamber President L. T. Potter presented the new Membership Committee Chairman Marvin L. Davison, Dallas Division Manager of the Southwestern Bell Telephone Company, and his two Associate Chairmen, James W. Layne and John S. Smith. All of these individuals are committee veterans.

It was also announced that a ten-day tour for two of Mexico City and Acapulco, with all expenses paid, will be provided for one of the Membership Committeemen early in July. During the first six months, each committeeman will receive one chance for each twelve mem-

OTHER "TOP HAND"

Awardees at Annual Dinner are (L to R): Co-Chairman W. C. Windsor, Jr. and Mrs. Windsor and Chamber President Erik Jonsson and Mrs. Jonsson.



CO-CHAIRMAN N. W. Ryan (center), Industrial National Bank, and "Top Hand" Awardees J. L. Cauthen (left), Federal Reserve Bank, and Representative Bill Jones.

MAYOR R. L. THORNTON (center), a three times past President of the Dallas Chamber, presents "Presidents Service Award" to Erik Jonsson (right). Mr. Jonsson has just completed his second year as President. Mayor Thornton welcomed Lester T. Potter (left), who is Mr. Jonsson's successor.



berships he sponsors and the winner will be determined as a result of a drawing.

This prize is being made available by the first international member of the Dallas Chamber, Mr. Luis F. De Lara, owner of De Lara Tours of Mexico City.

Auto Service

REX'S SERVICE CENTER, 4207 Live Oak; Rex Kiles (Jim Layne)

Building Materials and Specialty Subcontracting

BUTLER BUILDING MATERIALS CO., 11363 Denton Drive; Horace Butler, Jr. (C. O. Johnson)

Real Estate

MRS. W. E. BERTRAM, 2928 Bryn Mawr (Fred Garland)



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LATH NAILS
HOES—Mixing
LIGHTWEIGHT CONCRETE
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Committeeman of the Month



RICHARD C. INGRAM

In his second month on the committee, Richard C. Ingram brought in 46 members and an easy win as Committeeman of the Month for December. He joined the committee late in November and by year's end had racked up 51 memberships, one of whom is the Chamber's only international member — so far!

With his volunteer work on the Membership Committee, Dick, who is manager of the Convention and Visitors Bureau of the Dallas Chamber, carries his enthusiasm for selling Dallas to people outside the city, right back to the "folks at home."

A native of Amarillo, he was convention manager of the Corpus Christi Chamber of Commerce before coming to Dallas last March. He is a former lieutenant governor of the sixth district, Optimist International; secretary-treasurer of the Central Southwest region of Hotel Greeters of America; and has served as a director of Boys' City.

Retail

HOUSE OF SALVAGE, 1624 Forest Avenue; Ben Sigman (Fred Garland)
JAMES C. MOFFETT, 7015 Hillcrest Ave. (John Leedom)

J. C. PENNEY CO., INC., 425 W. Jefferson; R. E. Shaw, B. H. Whitaker and K. R. Box (Leon Marshall)

L. A. ZETLEY, 3609 Greenville (Jim Gibson)

ATLAS FENCE COMPANY, 924 West Davis; H. H. Davis, Sr., and H. H. Davis, Jr. (John Horton)

BRANCATO WASHATERIA, 2927 Thomas Avenue; Phillip Brancato (Jim Gibson)

STAUFFER HOME PLAN RETAIL, 4022 Oak Lawn; R. H. Fletcher (Carl Read)

Membership

DALLAS LIQUOR STORE NO. 2, 1112-A Main; L. O. Ratliff (Hugh Howard)

FRESH WATER FISH MARKET, 2726 Second Avenue; H. A. McCoy (Jim Cauthen)

FRONTIER TRAILER SALES, 7007 West Davis; Rex Cox (Joe Glickman)

HELM OLDS, 3625 Inwood Rd.; Walter Helm, Mrs. Walter Helm, Bob Carter and H. R. Gosney (Hugh Thompson)

HOFFMAN'S MEN'S WEAR, INC., 1403 Commerce; I. A. Hoffman (Russell Thompson)

TRINITY AUTO PARTS, 209 Corinth; John D. Brock (Jim Gibson)

JOHNNY WILLIAMS MARINE, 11462 Garland Rd.; Johnny Williams, Jr. (Ray Wilmarth)

WILSHIRE TELEVISION, 6114 Mockingbird Ln.; Tilman Babb (John Leedom)

WYNNEWOOD PRESCRIPTION PHARMACY, Wynnewood Professional Bldg.; Jack T. Lupton (Pat Chandler)

DALLAS LIQUOR STORE, 8410 Harry Hines; Leon Farrow (Hugh Howard and Jim McBride)

FISCH'S GROCERY & MARKET, 4819 Spring; H. C. Fisch (Jim Gibson)

PRESTON ROYAL PHARMACY, 101 Preston Royal Shopping Center; H. L. Morphew (Jerry Jordan)

RANDALL FLORISTS, 2928 North Henderson; Dick Jordan (Frank Adams)

FOSTER TIRE & SUPPLY CO., 503 Second Ave.; G. A. Foster (C. O. Johnson)

J. E. HANGER, INC. OF TEXAS, 2016 N. St. Paul; J. M. McFarlen (Bob Greenwald)

TRADITIONAL AND CONTEMPORARY INTERIORS, 8647 N. Mediterranean Circle; Beth McDonald (Joe Glickman)

Service

COMMERCIAL BLDG. MAINTENANCE CO., INC., 1923 North Haskell; E. R. Erler (Gail Risch)

MANAGEMENT RESEARCH INSTITUTE, 318 North Pearl, P.O. Box 1225; Ervin Levenson (James C. Henderson, Jr.)

BEKINS MAILING SERVICE, 714 No. Ervay; Muriel Bekins (Hugh Howard)

STRUCTURAL RESTORATION CO., 137 Walnut Hill Village, Suite 9; John W. Bishop (Charles Barrett)

TRAVEL, INC., 1213 Adolphus Tower; Paul L. Woodward (Jim Gibson)

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FAMOUS RUG & CARPET CLEAN-
ING CO., 7111 Second Ave.; John Cow-
ard (Joe Glickman)

PATRICIA STEVENS MODELS
AGENCY, 1209½ Main; Mrs. Betty
Townsend (Jim Shipp)

WRENHAVEN NURSING HOME,
4303 Gaston Avenue; Sam McCaskill
(Bill Shaw)

ACCIDENT & INSURANCE PHOTO
SERVICE, 6815 Hammond; Albert J.
Volkland (Jim Layne)

WEBB OIL CORP., 7906 Brookhollow
Rd.; Harry Webb, Jr., John Looney and
Raymond Barrier (Jim Randolph)

BRUTON & BROWN CO., 3005 Com-
merce; John A. Lacy (Bob Greenwald)

THE BUSINESS EXCHANGE, 4924
Greenville Ave.; M. D. Tate (J. T. May-
field)

BUSINESS FINANCIAL SERVICE,
INC., 318 North St. Paul; W. R. Brearley
(W. C. Windsor, Jr.)

S & L TRAILER HAVEN, 9707 Harry
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BILL DUNLOP, LAWN MAINTEN-
ANCE SERVICE, 5326 Edmundson;
Bill Dunlop (Bob Greenwald)

MIDWAY BEAUTY SALON, 10320
Midway Rd.; Mrs. Tommie J. Buckhalt
(Jack Wantland)

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CHINESE COTTAGE, 4830 Greenville; Chun Wah (Jim Gibson)

THE HUB BARBECUE, Ervay & Pacific; Paul Eastridge (Leon Marshall)

THE ITALIAN RESTAURANT, 2425 Cedar Springs; L. L. Dialessi and Louis Montesana (Jack Wantland)

RED ROOSTER INN, 4608 W. University; Bea Armstrong (Jim Gibson)

HORSESHOE RANCH MOTEL, 1839 Fort Worth Avenue; J. C. Collins (Fred Garland)

RIO GRANDE COFFEE SHOP, 251 North Field St.; Clarence A. West (James C. Henderson, Jr.)

FLETCHER CORNY DOGS, 2641 Highwood Drive; Neil Fletcher (Floyd Martin)

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POLARMATIC CORP., 1110 Tower Pet. Bldg.; James Stanley (Orrin Miller)

JOE W. SMITH LUMBER CO., 4515 Prentice; Joe W. Smith (Cliff Bivens)

STYL-RITE OPTICS OF THE SOUTHWEST, INC., Gibraltar Life Bldg.; Ray Levy (Oliver Erickson)

NOEL R. CHAPIN CO., 4147 Commerce; Noel R. Chapin (Bill Conklin)

CORNWELL TOOL SALES & SERVICE, 3923 Main; Bill Wise (Bill Conklin)

SHIPMAN WARD OF TEXAS, INC., 102 Express St.; F. E. Feigle (N. W. Ryan)

JACK W. WOODARD & CO., 412 So. Haskell, P. O. Box 11614; John W. Woodard (C. C. Patton)

AUTOMATIC HOT SANDWICH SERVICE, 3118 Knox St.; J. V. Baxter (Russell Thompson)

BLUE PLATE FOODS, 2517 South Harwood; F. D. Robinson (Clifford Wheeler)

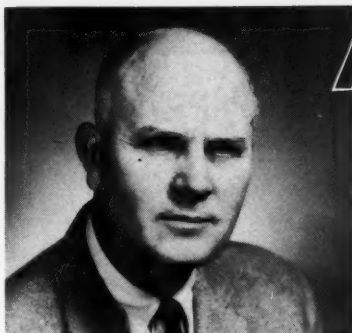
CRIBBEN & SEXTON, 1077 2nd Unit Santa Fe Bldg.; Jim Marcus (Ben Gee)

NAT STEUER, FURS, Hotel Adolphus Arcade; Nat Steuer (Layton Grigsby)

COKER-FOWLKES LUMBER CO., 726 Meadows Bldg.; J. J. Fowlkes (Pat Chandler)

(Continued on page 60)

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Record Deposits, Capital Gains Highlight Dallas Banking Scene

Lakewood State Bank of Dallas increased capital structure by total amount of \$200,000, giving it a total capital and surplus of \$600,000.

Deposits of twenty-four Dallas banks set a new all-time year-end record of \$2,474,234,404. The statement showed a sharp rise from the figure of slightly more than \$2 billion recorded a year ago. Resources as of December 31, 1958, totaled \$2,787,143,195.91, almost \$300 million higher than a year earlier.

New members of the Board are Mr. Post, Earl E. Godfrey of Ft. Worth, and Horace H. Woodruff of Dallas. Mr. Post will also assume the position of Chairman of the Executive Committee.

Organization of a new national bank to serve Northwest Dallas and the surrounding area was announced by F. M. Holt, founder and president of the proposed institution. The bank which will be chartered as the Northwest National Bank of Dallas will be located at 201 Walnut Hill Village. It will serve the northwestern section of the city, generally defined by Northwest Highway, Midway Road and Harry Hines Boulevard-Highway 77 as well as the area north to Carrollton, including the town of Farmers Branch, now without banking facilities. Plans are to open the new bank in March of 1959.

The bank will have a common capital stock of \$200,000, surplus of \$200,000 and undivided profits of \$100,000, or total initial capitalization of \$500,000. Vice president and cashier will be Tom J. Hardin, formerly an assistant vice president of Hillcrest State Bank. The directors to serve with Mr. Holt are H. Leslie Hill, Wright Titus, Allen Clark, James L. Huffhines, Jack Lively, and Dr. Frank Altick.

Preliminary approval of the bank's charter was issued by the Comptroller of the Currency in Washington on December 9, 1958.

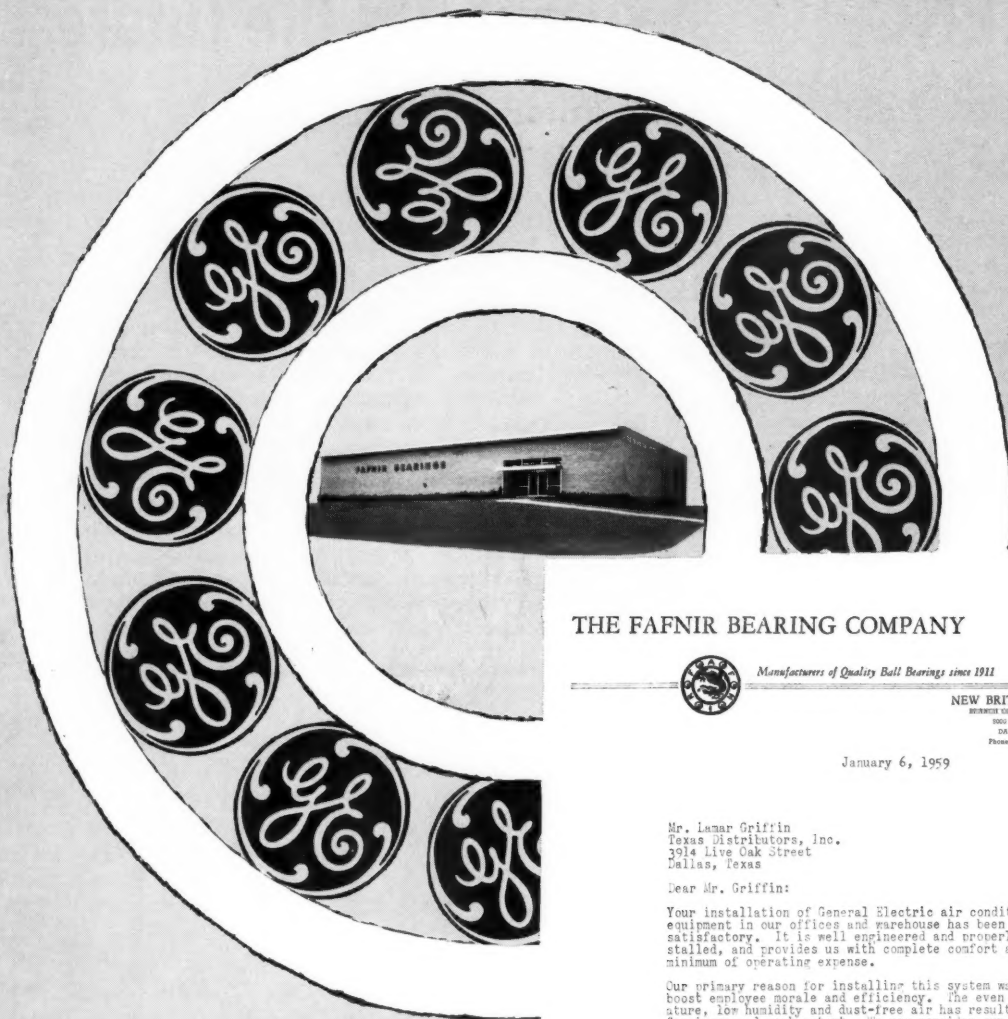
"The bank will offer complete commercial banking services, including safe deposit, bank-by-mail and drive-in facilities," Mr. Holt said. The bank will be housed on a 4,000 sq. ft. masonry building already in place in the village.

Year-end statements in response to calls by the Comptroller of the Currency and the State Banking Commissioner, also showed Dallas to have the only billion dollar bank in the southern half of the United States east of Los Angeles. The Republic National Bank, now the 18th largest in the nation in capital and surplus, 3rd in the United States operating under the unit banking system, showed a record-breaking \$1,038,305,159.58 in total resources.

The First National Bank, however, was still close behind, with less than \$1 million difference between them in deposits. And the First National showed a greater increase in deposits in 1958 than did Republic, increasing more than \$150 million in deposits to Republic's \$145 million deposit increase.

The city's third largest bank at year-end, Merchantile National Bank, voted a \$5 million increase in the bank's capital and surplus account, bringing the total to \$30 million, divided \$15 million capital and \$15 million surplus. The increase will be affected by the sale of 125,000 shares of new stock at \$26 per share with par value at \$10 per share, plus an issuance of 125,000 additional shares representing a 10% stock dividend.

32



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Texas Distributors, Inc.
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Your installation of General Electric air conditioning equipment in our offices and warehouse has been most satisfactory. It is well engineered and properly installed, and provides us with complete comfort at a minimum of operating expense.

Our primary reason for installing this system was to boost employee morale and efficiency. The even temperature, low humidity and dust-free air has resulted in far increased work output. We now consider our air conditioning a necessity to good business rather than as a luxury.

It has been a pleasure to deal with your fine personnel. Although we have had no service problems, we are sure that if they occur, they will be promptly and efficiently handled.

Thank you for a fine installation.

Very truly yours,

THE FAFNIR BEARING COMPANY

M. S. Shirley
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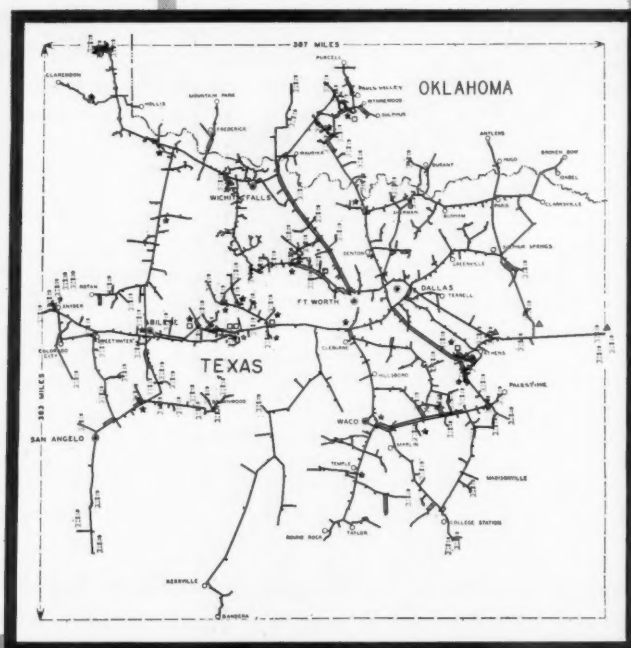
Backbone of the system is 7,954 miles of transmission and gathering pipelines — 10,700 miles of city distribution mains, equal in length to more than two-thirds of the earth's circumference at the equator.

Full integration encompassing production, transmission and distribution allows Lone Star full control and the flexibility necessary to service a varying gas demand. Through its unique system of reservoirs and reserves, the company can meet abnormal and excessive load demands, and can also

effectively and economically operate during off-peak periods, by utilizing the storage reservoirs.

Additional strength of Lone Star's interconnected pipeline system and dependable sources of supply was borne out during wartime emergencies. The interconnected system permitted the re-routing of gas supplies to those areas in greatest need — even though producing sources were called on to produce more gas than ever before.

Lone Star continues to build strength for Texas cities, and for the nation, through its modern integrated pipeline system — and through men of vision and farsighted thinking, will continue to bring the vital benefits of natural gas to the public.



—LEGEND—

- = Principal Transmission Pipe Lines
- ★ = Major Sources of Gas Supply
- = Gasoline Plants
- ☆ = Compressor Stations
- △ = Cycling Plants

LONE STAR GAS COMPANY

Women in BUSINESS

by Jim Stephenson



Jessie M. Christiansen

AS FOREIGN TRADE analyst in field offices of the U.S. Department of Commerce, Jessie M. Christiansen declares without qualification that she has the most fascinating job of any Dallas woman in business.

"I've made friends in almost every country of the world," friendly Mrs. Christiansen explained last week. "My contacts, in the Dallas area and abroad, are the 'top' business people — always the most courteous and friendly folks in business."

In turn, Jessie is a "top" civil servant, devoted to her work. "Ours is a strictly service organization, for assistance of the public," she said. "We're mighty proud of our reputation."

An example of the service that she renders is the recent visit—first to Dallas—of a foreign trade mission. The mission was made up of 11 of Japan's most important industrialists. Jessie saw to it that their visit achieved its purpose. This was to meet the right Dallas people, make the right contacts, in order to know better how to do business with Dallas. She arranged a meeting of the Japanese with Dallas' chief businessmen, in the board room of the Chamber of Commerce. She co-ordinated other activities in their behalf—a luncheon at the Republic National Bank, a Chamber of Commerce reception at the Statler Hilton, a dinner party with Dallas' cotton men.

It all added up to even friendlier Japanese-American relations, as a letter from the Japanese consul-general at New Orleans proved, some days later.

"The visit gave us a wonderful insight into the way business is done in Dallas," he wrote.

"We are very happy with the knowledge gained from the interviews there."

Mrs. Christiansen's guidance to businessmen interested in importing or exporting is invaluable. Hers is a highly specialized field, and it requires constant study to be ready with up-to-the-minute answers.

Controls over strategic materials, such as oil field equipment, certain chemicals, etc., are one complex phase of her essential foreign trade knowhow. She advises such firms as Texas Instruments, the Murray Company, Dresser Industries and many others on investments abroad; she supplies background on economic conditions abroad, informs on living conditions, licensing and exchange controls, tax and labor laws, and other factors that might affect a business operation abroad.

"It takes quite a lot of reading," she conceded. "But it's interesting reading."

The former Miss Jessie Owen was born in Paris, Texas, attended public schools there, later got a teacher's certificate from East Texas State.

She moved with her family to Dallas in 1919, married Arthur S. Christiansen in 1941, while both were employed by Eastman Kodak. Arthur now is assistant to the regional manager for Recordak Corporation, an Eastman subsidiary.

They live at 6454 Meadow Road. Jessie's chief hobby is preparing exotic dishes. Arthur goes for outdoor cooking.

Jessie is an active member of the Dallas Council on World Affairs, the Dallas Export-Import Club, the Fort Worth Export-Import Club, and other groups interested in promoting foreign trade. She served on the first Pan-American Committee of the State Fair of Texas.

She joined the Commerce Department in 1943, while her husband was in military service overseas. "I'd planned to retire when he came home," she confided, "but by that time I'd had three years of the most interesting work of my life, so decided to 'wait' a year or so." Then she was selected to specialize in foreign trade.

"This was more absorbing than any book I could get at the public library," she said.

Add this fact to a fact that's obvious—that friendly Mrs. Christiansen likes people and likes helping them—and you can see that she'll "wait" quite a while longer before retiring from "the most fascinating job of any Dallas woman in business."

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Dallas world trade NEWS

Ocean Marine Insurance Plays Vital Role in Foreign Trade

The Dallas Area enjoys a highly efficient and complete ocean marine insurance market, in which approximately ten companies participate. This ocean marine market is most essential to the Dallas export-import trade, and particularly serves the cotton market as well as general cargo.

When you consider that the Cotton Exchange in Dallas represents the largest inland spot cotton market in the world, you can realize the importance of this ocean marine market to the trade in this area. Originally these ocean marine companies were set up in Dallas to handle cotton primarily, but have expanded their facilities to include a variety of commodities, such as various types of machinery manufactured in this area, and the wide variety of other industrial and consumer goods. This ocean marine insurance is also used by Dallas travelers throughout the world to cover their personal possessions as they move from place to place. Although Dallas is an inland port, it receives many imports from throughout the world.

Foreign trade has played a significant part in the development of the City of Dallas. While originally cotton was the main export item, Dallas firms now ship a great variety of commodities to all ports of the globe. Without the aid of marine insurance, this would have been impossible, due to tremendous risks involved. Foreign trade and marine insurance, therefore, go hand in hand and must take credit for an important part in making Dallas the important city that it is today.

Those who need ocean cargo insurance include the seller when, under the terms of sale and payment, he has title and risk during the ocean voyage, or when the seller is required to arrange ocean marine insurance to cover the buyer as well as himself. The seller also needs this type of insurance when he has a financial risk if the goods are not paid for until delivery or thereafter, by draft or open account. The buyer needs this type of insurance when he has risk and title during the ocean voyage.

Ocean marine insurance is really not any more complicated than other forms of insurance. It is one of the oldest forms of insurance. The opening lines of the policy "Touching the adventures and perils of which the said insurance company is contented to bear, and takes upon itself—" have been used for several hundred years.

Once a few of the unfamiliar words are understood, ocean marine insurance takes on an aspect of more common types of insurance, about the only difference being that the subject of the insurance is usually moving, but since the insurance follows the property, this makes no difference.

Just as fire insurance is the thing that makes a mortgage loan possible, so does marine insurance make it possible for a foreign trader to finance his stock in trade — the merchandise he sells. Banking arrangements are set up between the seller and the buyer and the seller may take his commercial documents — invoice, bill of lading and insurance certificate to the bank, attach a draft on the buyer, and at once receive reimbursement from the bank, less a small discount. He may then take the money and arrange another shipment, discounting it in the same manner. With a comparatively small outlay of cash he may actually have several shipments all afloat at the same time.

Once the documents are accepted by the bank, the shipper has no further responsibility for the safe arrival of the shipment, because the bank sends the documents on to the buyer through the buyer's bank. If the merchandise is damaged, the negotiable insurance certificate is in the hands of the buyer, and he settles his claim and is paid right on the grounds through one of the many foreign settling agents of the insurance company. There is, therefore, no delaying correspondence back and forth between seller and buyer.

Through marine insurance the financial losses resulting from perils of and on the sea are transferred to the professional risk-takers known as underwriters, the marine insurance companies. They can absorb these losses because of their financial strength and their application of un-

World Trade News

derwriting experience and principles. Marine insurance touches so many different countries, languages, currencies and forms of commercial practice, yet it is neither mysterious nor strange, but understood and utilized by all those engaged in foreign trade.

Dallas has been growing in importance in the field of foreign trade. If you are not fully acquainted and adequately informed of the needs and advantages of ocean marine insurance, it is suggested that you call at the Foreign Trade Department of the Dallas Chamber of Commerce, and consult the information that the manager of that department has in his files on this subject.

Ocean marine insurance is intended to help the importer, the exporter, the freight forwarder, and others in the broad field of foreign trade, in their consideration of cargo insurance. By consulting this department of the Chamber of Commerce, you can learn when to insure, how to insure, how much to insure, terms and conditions of coverage, cost of insurance and adjustment of claims, etc.

(The World Trade Committee is indebted to Carlton Hughs and Stanley Kershaw for the foregoing. Both are engaged in this field of activity.)

WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

EXPORT OPPORTUNITIES

JORDAN — JTC/591 — Jordan Trade & Commission Agency, P. O. Box 557, Amman, Jordan. Firm seeks agency or distribution rights for textiles, wheat, sugar, wheat flour, agricultural implements, auto parts, tires & tubes, diesel tractors & parts.

FLORIDA — Pan American Investors, 19610 N. E. 1st Court, North Miami, Florida. This firm serving as purchasing agents for foreign firms desirous to purchase quantity lots of super-activated fuller's earth for the decoloration of vegetable oils.

OTHER OPPORTUNITIES

ITALY — NG/591 — Negrini Giulio, Via Cadibona 9, Milan, Italy. Freight shipping concern offers various tankers for transportation of crude oil.

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IMPORT OPPORTUNITIES

NIGERIA—MWM/591—Modern & Worthy Merchants Co., 7, Idumagbo Ave., P. O. Box 515, Lagos, Nigeria. This firm seeks importers of crude rubber, scrap, scrap iron, coffee beans.

JAPAN—FTC/591—Fukoku Trading Co. Ltd., Shiga Bldg., No. 2, 2-chome, Kodanma-cho, Nihombashi, Chuo-ku, Tokyo, Japan. Firm seeking importers of rubber goods, belts, hoses, conveyor belts, and electronic goods.

ENGLAND—RHL/591—Radiant Heating Limited, Barnsbury Park, Islington, London, N.I. England Manufacturer of surface combustion and tunnel type radiant gas burners seeking appropriate sales outlets in Dallas. Will visit Dallas if size of order justifies demonstration of features.

YUGOSLAVIA—M/591—Maraska, Zadar, Yugoslavia. Exporters of fine liqueurs, Dalmatian and cherry wines, and distillates seeking representative on commission basis.

CHINA—LBC/591—Landis Brothers & Co. Ltd., P. O. Box 1371, Hong-kong, China. Firm seeking reliable retailer to represent and sell artificial flowers unequalled for color and resemblance to original ones.

JAPAN—DKK/591—Daimaru Kogyo Kaisha, Ltd., 3, Ginza 3-Chome, Chuo-Ku, Tokyo, Japan. This firm desirous to export toys and seeking outlets.

JAPAN—TMC/591—Tokyo Merchandise Co., Ltd., Tokuda Bldg., No. 21, 2-Chome, Nihombashi-Kabuto-Cho, Chuo-Ku, Tokyo, Japan. Exporters seeking importers of tires & tubes for carts, scooters, bicycles, novelties, wooden prod-

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World Trade News

ucts, electric apparatus, miniature bulbs, and charcoal.

JAPAN—STC/591—Sunrise Trading Co., Ltd., P. O. Box 252, Kobe, Japan. Exporters of Footwear of all types including rubber beach sandals, canvas shoes, chemical shoes, etc. for which they have exclusive factory rights seeking importers and dealers.

THAILAND—TAL/591—Thai Anant Limited Partnership, P. O. Box 383, Bangkok, Thailand. Manufacturer of bronze flatwares seeking sales and outlets.

JAPAN—SKC/591—Sakae Kogyo Co., Ltd., C.P.O. Box 129, Osaka, Japan. Exporters and agents of manufacturers of vinyl products including all kinds of vinyl shoes and leather and sporting goods manufacturer as well. Importers solicited.

JAPAN—HCL/591—Horio & Co., Ltd., P. O. Box 314, Kobe, Japan. Exporters of Japanese bamboo and wooden blinds of all types seeking outlets.

HONGKONG—DDH/591—Dah Dung Hong, Ltd., 14-16 Pedder Street (Jardine House) Hong Kong. Manufacturers & exporters of handcrafted articles for men and women specializing in apparel of all types in silk or wool.

JAPAN—PPI/591—Paloma Photo Industry Co., Ltd., 372, Tanaka, Motoyama, Kobe, Japan. Manufacturers of novel photographic medium sensitized porcelain plaque named photo-china seeking importers and representatives.

JAPAN—KBL/591—Kouzuki Brother Ltd., P. O. Box 1113, Kobe Japan. Firm seeking sales outlets for high tenacity highcarbon sport nets such as landing nets, fish bags, crab-nets, minnow dip nets, etc.

JAPAN—Akiyama & Co. Ltd., C.P.O. Box No. 959, Osaka, Japan. Manufacturers of all kinds of rubber sandals and shoes seeking dealers and importers.

CUBA—Roche, Nno Y Cia., S. en C. Maximo Gomez No. 420, Habana, Cuba. Manufacturers of fine quality cigars in different sizes and prices seeking outlets.

CHINA—Sansco Corporation, Sheungwan P. Office Box 3774, Hongkong, China. Manufacturers of ladies' and men's wearing apparel to customer style and specifications seeking outlets.

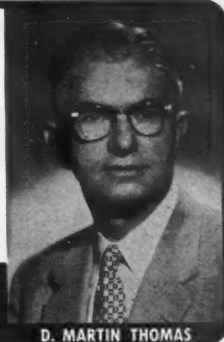
JAPAN—Kogyo Textile Co., Ltd., 52, 2-Chome Azumachi, Higashi-Ku, Osaka, Japan. Exporters of pocket transistor radios seeking dealers, importers, or distributors.

ITALY—Luciano, Berti, Piazza Carducci 1, Messandria, Italy. Export agent for several Italian shoe manufacturers for ladies desiring to appoint distributor.

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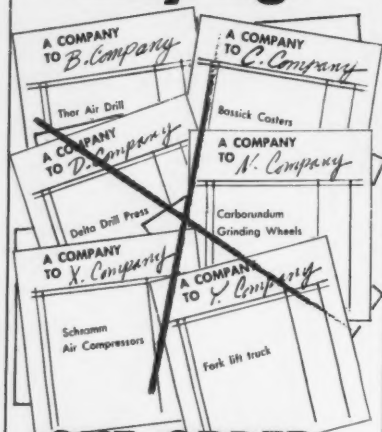
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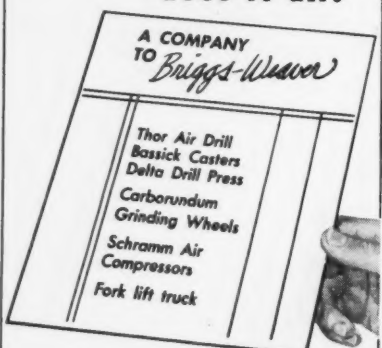
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APPOINTMENTS AND PROMOTIONS



RICHARD T. BRIGHT has been elected vice-president of the Mercantile National Bank. Mr. Bright has been with Mercantile since 1938. He is a petroleum engineer in the Oil Department and has been assistant vice-president since July, 1957. **CHARLES A. PAUL**, assistant cashier in the Installment Department, and **CHARLES F. NOWLIN**, assistant cashier and manager of the Bookkeeping Department, have been promoted to assistant vice-presidents. New officers elected are: W. J. ROBERTS, assistant vice-president, Business Development Department; **JOHN H. BOETEL**, assistant cashier, Purchasing Department; **CHARLES DEES**, assistant cashier, Mortgage Loan Department; **J. W. GRAVES**, assistant cashier, Personnel Department; **HUGH F. WHITESIDE**, assistant cashier, Installment Department, and **THOMAS SIELING** and **EDWARD H. TENISON**, assistant trust officers in the Trust Department.



THOMAS C. LAW, JR., of Atlanta, has been named The Coca-Cola Company's Southwestern regional manager for bottler sales development. Mr. Law has served the company in various executive

capacities since 1933. For the past two years he has been head of the plans testing section of bottler sales promotion in Atlanta.



BLAYLOCK

JOHNSON

RAYMOND C. BLAYLOCK has been named vice-president and general manager of Chance Vought Aircraft, Inc., and **GIFFORD K. JOHNSON** has been elected president of the Genesys Corporation in Los Angeles, Calif., a Chance Vought subsidiary. Mr. Blaylock, a graduate of the University of Michigan, joined Chance Vought in 1949 as chief of design. He will now be in charge of all operating departments. Mr. Johnson, former vice-president, production, will also serve as vice-president in charge of business planning for Chance Vought.



W. L. MARTIN, executive vice-president, has been named president of Wyatt Food Stores. Mr. Martin became associated with Earle Wyatt in 1923 and advanced through the ranks of stockman, checker, manager and supervisor to become executive vice-president in 1957. **R. S. BELL**, former president of the company, has been appointed chairman of the board.

Appointments and Promotions—



C. H. WEIGAND has been appointed Dallas district sales manager of Ford Motor Company's Mercury-Edsel-Lincoln Division. Mr. Weigand joined the company at New Orleans in 1936 and became Lincoln-Mercury district manager there in 1940. Since last March he has been Edsel sales manager in Kansas City. **E. J. CREMINS** has been named as assistant manager of the recently formed sales district. A veteran of 22 years in the automobile business, Mr. Cremins came here from Washington, D. C., where he served on the Mercury-Edsel-Lincoln regional sales staff.



WILLIAM E. COOPER has been named vice-president of the Trade Mart Realty Company, operators of the new eighteen million dollar Dallas Trade Mart which opens February 22. Mr. Cooper, who joined the Trade Mart firm last December, will have offices in the wholesale showroom building. Formerly Texas division manager of Western Lithograph Company of Wichita, Kans., he is a member of the Dallas Press Club, and the National Industrial Advertisers Association.

DALLAS • JANUARY, 1959

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Appointments and Promotions—



JOHN M. KINDLE has been named vice-president in charge of transmission for Lone Star Gas Company on the the thirty-third anniversary of his joining the firm. He also has been named vice-president and director of Lone Star Producing Company. Mr. Kindle joined Lone Star as a chemist in 1926, following graduation from Texas A. & M. College. He held posts in Petrolia, Ranger and Trinidad before being transferred to Dallas headquarters in 1943. Since 1954, he has been superintendent of operations in the transmission divisions of both Lone Star Gas and Lone Star Producing.

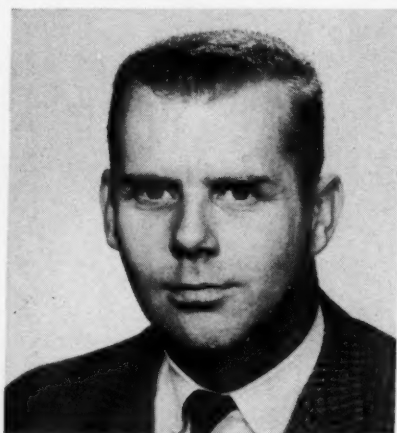


OSCAR C. LINDEMANN has been elected vice-president, and **DAVID C. DRANE** and **SCOTT CAMPBELL** have been named assistant cashiers of The National Bank of Commerce. Mr. Linde-mann, who is resuming his banking career which began in Dallas in 1951 with the Texas Bank & Trust Company, will be the senior commercial loan officer in his new position. A native Texan, he holds a Bachelors degree in accounting and a Master's degree in banking and finance from the University of Texas.

Appointments and Promotions—



J. T. (TOM) SUGGS, vice-president and general counsel, has been elected president of Texas & Pacific Railway Company. A native Texan and graduate of the University of Texas, Mr. Suggs at one time served as judge for the 59th District of Texas. He joined the Texas & Pacific as general counsel in 1944, and became vice-president and general counsel in 1953. In other promotions, **WILLIAM R. McDOYELL**, general attorney and commerce counsel for the railway company, has been appointed general counsel to head Texas & Pacific's legal staff. **WILLIAM C. DOWDY, JR.**, has been named as general attorney. **WALTER G. HARRIS** has been appointed passenger traffic manager; **CHARLES A. ROBERTS** has been named to the new position of assistant passenger traffic manager; **WILLIAM B. BATTLE** has been promoted to general passenger agent.



KEVIN GULLETTE has been named assistant to the sales manager for the American Beauty Cover Company, designers and manufacturers of custom covers for catalogs, pass books and school annuals. A native of Fort Smith, Arkansas, Mr. Gullette has had ten years of sales experience.

DALLAS • JANUARY, 1959

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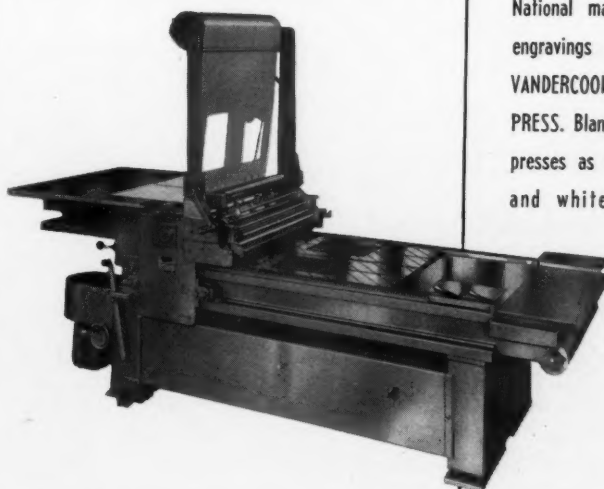
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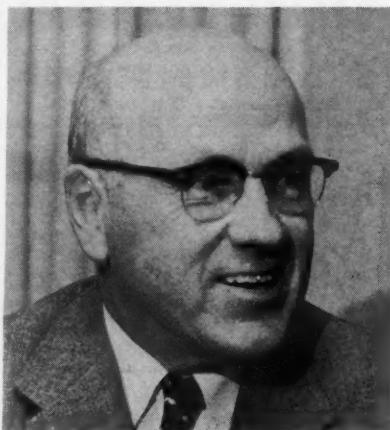
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Appointments and Promotions



W. W. CLAWSON has been elected a senior vice-president of Magnolia Petroleum Company. In this post, he will be responsible for all producing operations, including exploration, exploitation, research and natural gas for the company. Joining Magnolia in 1933, Mr. Clawson later served as assistant chief geologist and chief geologist, and was named president of Mobil Producing Company when it was formed in 1955. He was appointed coordinator of domestic production for Socony Mobil Oil Company in 1956, and was transferred to Dallas in 1957 as a director and vice-president of Magnolia, the company's Southwestern affiliate.



ALGUR H. MEADOWS, Dallas oilman and civic leader, has been elected a director of the Republic National Bank of Dallas. Mr. Meadows is chairman of the board of the General American Oil Company of Texas. He is also president of Fargo Oils, Limited, and a director of the Independent Petroleum Association of America. **HAL S. ROBINSON** has been named an assistant vice-president of Republic, where he will head the Travelers Check Division of the bank.

JERRY H. DOWDY has been named general manager of the Dallas operation of Manpower, Inc., temporary help service firm with offices throughout the United States and Europe. Mr. Dowdy has been Manpower's Houston branch sales manager for the past two years.



JACK L. CURTIS has been named associate branch manager of Zurich Insurance Company. Formerly the executive secretary-treasurer of the Dallas Association of Insurance Agents, Mr. Curtis will head the operation of Zurich's Texas branch headquarters in Dallas. **LOUIS THOMAS, JR.**, will be in charge of the claims department and **ROSS GRIFFIN** will head the group department. Chief engineers will be **GIL ALLMAN** and **FRED SPENCER**. Former Zurich general agent **J. D. HELMS** will remain as consultant.



WILLIAM R. ELLIOTT has been promoted to Treasurer of Southwest Air motive Company. Other new appointments are: **JACK R. MOSIER**, controller, and **MRS. MYRA WILLIS**, assistant corporation secretary.

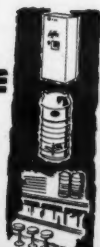


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SHIP IT PIGGYBACK ON THE



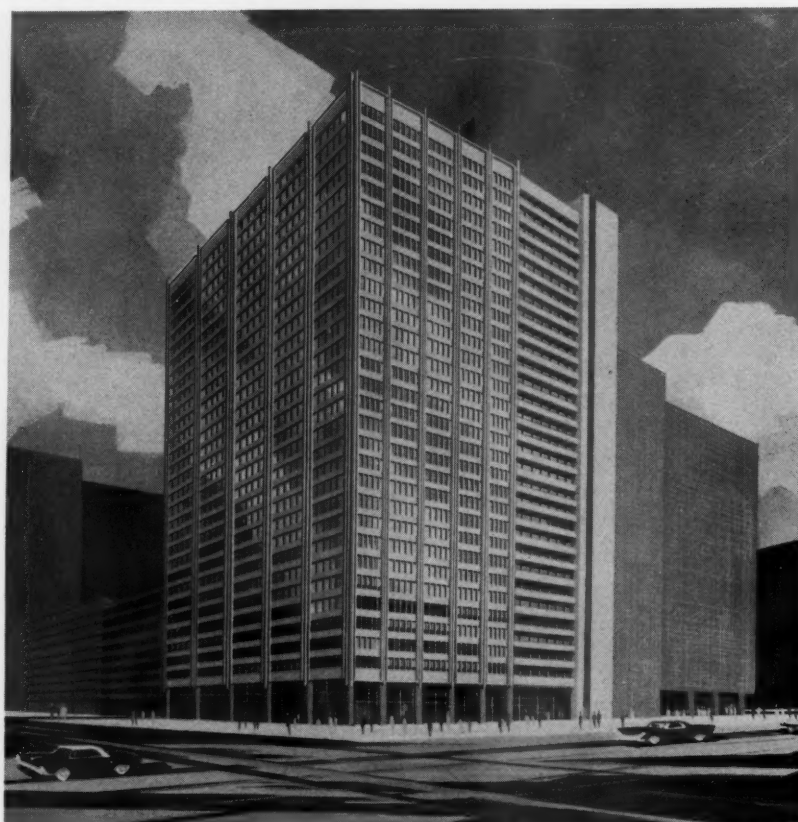
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New and Expanding Business



CONSTRUCTION is underway on this new 30-story office building for downtown Dallas. To be built by Mayflower Investment Company, completion is set for early 1960.

New 30-Story Office Building Planned for Downtown Dallas

Another skyscraper is to be added to the fast changing skyline of Dallas—a 30-story office building to be built by Mayflower Investment Company.

The structure, to be erected on the northeast corner of Akard and Pacific, will add 600,000 square feet to the already large total of downtown office space. With construction starting in January, the building is expected to be ready for occupancy in early 1960.

Parking facilities for 800 cars will be provided by expansion of the Fidelity Union garage, which will be connected to the new skyscraper by a hall and walk-through.

For the benefit of tenants, the building will include a large cafeteria, snack bar, and shopping facilities. It has been designed to provide window views on all sides.

The architects are Hedrick & Stanley, and the general contractor is Inge & Hayman, Inc.

The president of Mayflower Investment Company is Charles S. Sharp, who also is executive vice-president of Fidelity Union Life Insurance Company. Other Mayflower officers are James M. Collins and Carr P. Collins, Jr., vice-presidents, and L. L. Waller, secretary-treasurer.

★

▶ Crump Printing Company has moved to larger quarters at 2100 South Ervay. The concern has purchased through Miller-Beer & Company, Realtors, a 24,000-square-foot masonry building to house the enlarged facilities, presses and equipment for the firm. Negotiations for Miller-Beer were conducted by both Lawrence Miller, Jr. and Robert Beer.

★

▶ Ted Workman Advertising, Inc., and Brohard & Associates, Dallas advertising and public relations agency, have merged. M. M. Brohard, Jr., has brought his accounts to the Workman agency, where he is now vice-president and an account executive. Ted Workman is president of the merged firm.

New and Expanding Business

► Texcrete Structural Products Company has acquired the manufacturing facilities of Trusdeck of Texas, Inc., and will operate its acquisition as a division under the name, Trusdeck Company. John D. Spaulding, formerly executive vice-president and general manager of Titeflex, Inc., a producer of aircraft accessories in Springfield, Massachusetts, has been named general manager of the division.

★

► American Petrofina, Inc., has entered into an agreement with Reco Oil Company, Los Angeles, to acquire all assets of the West Coast firm. Reco's principal asset was said to be in oil and gas producing properties in Oklahoma, Nebraska and Colorado. R. I. Galland of Dallas is president of American Petrofina Company of Texas.



Earth Anchor Manufacturer Opens Dallas ServiCenter

The A. B. Chance Company, a national manufacturer of communications and pole line equipment, has opened this Dallas ServiCenter at 1332 Crampton Street. The facility is one of several throughout the country designed to improve service to distributors and customers in the electrical industry. Albert B. Goodall is regional sales manager for Chance. Donn Nesbitt, regional ServiCenter supervisor, will have charge of servicing Texas, New Mexico, Oklahoma, Arkansas, and Louisiana.



William S. Henson, Inc., Moves

William S. Henson, Inc., printers and lithographers, has completed its move to this new 25,000 square foot building at 4901 Woodall Street.

► Springmeier Shipping Company, Inc., has inaugurated a new, direct, daily less car load freight service to the New England and Middle Atlantic States. The Dallas branch of the firm, which operates origin stations at St. Louis, Memphis and Kansas City, is under the direction of Arthur T. Clark.

★

► A new division specializing in commercial photography has been established for Service Studio, 2014 McKinney, by Bill Edwards, manager. Mr. Edwards, who has spent the last six years in Dallas as a commercial photographer, has also served as a news photographer for the Dallas Times Herald and the East St. Louis Journal. He was field superintendent and photographer for military publishing firms for three years and has contributed to Flight Aviation magazines, the American Weekly, the New Yorker and DALLAS.



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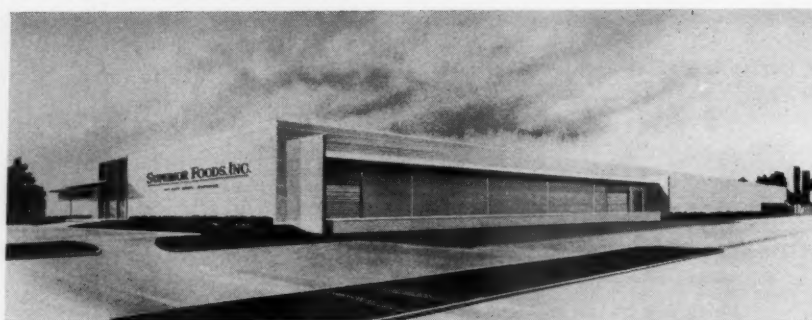
Alex D. Hudson, Jr.

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**Best!... drive in
banking-**



New and Expanding Business

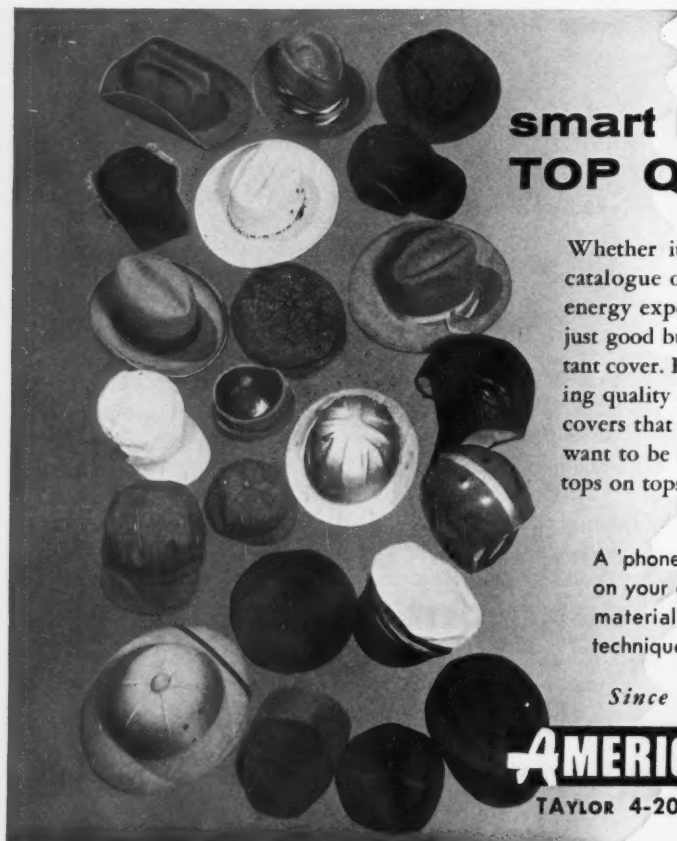


Superior Foods Builds Refrigerated Biscuit Plant

A young Dallas firm, Superior Foods, Inc., has begun construction on this \$500,000 refrigerated biscuit manufacturing plant in Brook Hollow Industrial District. The 30,000-square-foot brick building, located at 9001 Chancellor Row, will include manufacturing production rooms and a cold storage warehouse. The facility will have a truck loading dock capable of accommodating ten trucks at one time, and will be served by a Rock Island spur. Henry Hoffman, Realtor, handled real estate negotiations for the plant, which is being built by Good Construction Company. Kenneth A. Wempe, formerly vice-president and general manager of Gladiola Biscuit Company, is president of Superior Foods.

► Bronzcraft of Texas is a new business, just started by Alvin C. Lostetter, a junior at Southern Methodist University. Bronzcraft will apply metal to non-metallic items, such as baby shoes and other keepsakes. Its present quarters are at 1147 Tapley Avenue, Dallas.

► Hanson Manufacturing Company, manufacturers of Koolwall gas heaters, has moved its general offices and plant from 3326 Elm Street to a new location at 221 Yorktown. The firm's telephone numbers remain unchanged. Roy Hanson is president of the company.



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New and Expanding Business



Lightolier Opens New Building

Lightolier, Inc., manufacturer of lighting fixtures and lamps, is now occupying this new Dallas showroom at 1718 Hi-Line Drive, in the Trinity Industrial District. In its 10,000-square-foot interior, there are 6,000 square feet of display space, as well as office, warehouse, and factory facilities. Harold Baldauf, southwestern regional manager for Lightolier, heads the company's new lighting center, the third that has been opened in the past two years.

► Weather Products, Inc., whose home office is in Hialeah, Florida, has opened a new regional office and warehouse at 331 Cole Street, Trinity Industrial District. The Dallas facility will handle aluminum glass sliding doors and other alumi-

num products manufactured by the company. Robert L. Shaw of Watson & Watson, Realtors, handled the lease negotiations for Weather Products with Ferrol Goodroe, who is in charge of the Texas division.



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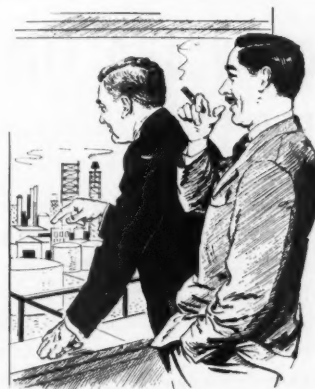
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DALLAS, TEXAS



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News Spotlight

Texas Instruments Announces Merger Plan

The Boards of Directors of Texas Instruments Incorporated, Dallas, Texas, and Metals & Controls Corporation of Attleboro, Massachusetts, announced last month that they had agreed in principle, subject to solution of legal and other matters, to recommend to their respective stockholders a merger of Metals & Controls into Texas Instruments.

The merger would be accomplished through an exchange of stock, whereby the stockholders of Metals & Controls would receive either (a) $\frac{3}{4}$ ths of one share of Texas Instruments common stock for each share of Metals & Controls common stock, or (b) a combination of Texas Instruments stock consisting of $\frac{8}{10}$ ths of a share of Texas Instruments 4% convertible preferred stock (\$25 par value) and $\frac{4}{10}$ ths of a share of Texas Instruments common stock for each share of Metals & Controls common stock. The Texas Instruments preferred stock will be a new series and will be issued only in connection with the exchange for Metals & Controls shares.

Sales of Texas Instruments for 1958 are estimated at over \$90,000,000. Sales of Metals & Controls for 1958 are estimated at \$45,000,000.

Texas Instruments, a twenty-nine year old company, with approximately 7,500 employees, manufactures electronic and electro-mechanical systems and apparatus for defense and civil departments of the Government; is a leading manufacturer of semiconductor devices, including the transistor, and is the world's foremost geophysical exploration contractor for petroleum, with crew operations in twenty countries of the free world. Texas Instruments has manufacturing plants in Dallas and Houston, Texas and Bedford, England, and sales offices throughout the world.

Metals & Controls, a forty-two year old company, with approximately 3,000 employees, is engaged in three primary activities in the United States and abroad: The fabrication and sale of clad metal products for use by the electrical, nuclear, jewelry and other industries; the manufacture of thermostatic controls for industrial and motor control uses under the name of Spencer Thermostat, identified by the trade name Klixon; and in the business of providing nuclear fuel elements and cores to the U. S. Navy and other customers.

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SIZE, EXPERIENCE *and*
PUBLIC SERVICE

for over 50 years

On October 3, 1958, Southland Life Insurance Company completed 50 eventful years of service to the American people. During its half-century of operations, it has become one of the largest life insurance companies in the United States... with over \$1,230,000,000 of insurance in force, and assets exceeding \$222,000,000.

Today, Southland Life, through its 1,500 agents and employees, serves more than a half-million American families and provides funds for the growth and expansion of the areas it serves.



SOUTHLAND CENTER
Home of Southland Life

68 Offices
 in 16 states and the
 District of Columbia

SOUTHLAND CENTER

Early in 1959, Southland Life looks forward to the completion of Southland Center. Located in downtown Dallas, the Center will occupy an entire business block and provide more than 1,500,000 square feet of floor area.

Included within the structure will be the ultra-modern 42-story Southland Life Tower, the 28-story Sheraton-Dallas luxury hotel tower, and a complete shopping and retail center. Five below-ground levels will provide space for a 2,500-car daily capacity garage. Foundations are included in present construction for the future addition of another office tower of 32 stories.

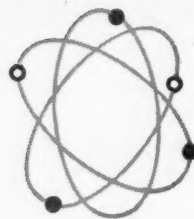
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Your TEIA team of specialists is ready to serve you. Call us today.

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WACO • WICHITA FALLS

AUSTIN F. ALLEN, Chairman of the Board BEN H. MITCHELL, President

NEWS SPOTLIGHT

YMCA Conducts Annual Membership Campaign

Currently underway through February 10 is the annual membership enrollment of the YMCA, a campaign spearheaded by some 2,400 men and women, friends of the 11 Y branches in Dallas. This year's goal is 15,500 new members of all age groups for the 11 associations.

Among plans for the coming year is further extension of activities beyond the bounds of present branch buildings. Under the plan, branches send out leaders to organize clubs, teams, camps and other activities in areas remote from the actual Y building, itself. For example, last year, under Operation Youth, a project for Negro children originating with Moorland YMCA, six new recreation centers were established. Moorland Y plans 8 similar centers in the near future.

Each of the 11 branch Y's conducts its own drive. Branch chairmen are Dr. James P. Addison, SMU YM; B. David Benfer, Jr., Downtown; Warren A. Gilbert, East Dallas; Jack A. Goodall, Town North; Joe H. Gray, Park Cities-North Dallas; the Rev. I. B. Loud, Moorland; Judge George Lyons, Irving Extension; Marshall McNeil, Grand Prairie; Mac D. Oliver, Jr., Camp Grady Spruce; J. L. Parker, White Rock; Roland L. Pelt, Oak Cliff and Clayton Watson, Southeast. County-wide chairman is Leo F. Corrigan, Jr. Dallas YMCA is a member of the Community Chest.



GEORGE FRANKO established a record of 40 years service at Chance Vought when he was presented an award this month by F. O. Detweiler, president (right). Only 30 employees were on the payroll in 1918 when Franko was hired by the firm's founder.

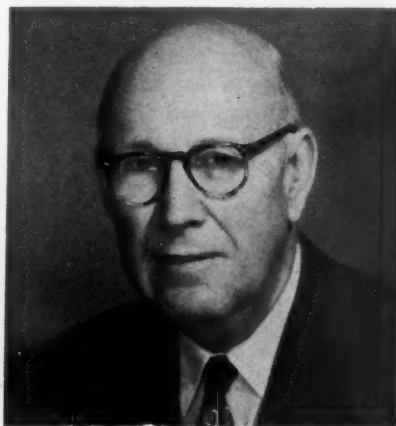
DALLAS • JANUARY, 1959



CRAWFORD

Crawford Elected Retail Executives Director. James R. Crawford, manager of the Dallas Retail Merchants Association, has been elected a director of the American Retail Association Executives, a national organization of over 500 executives from all the United States, Canada and Hawaii.

Mr. Crawford, co-director of section six, is among the youngest in both age and membership to be so honored by the organization.



MARK

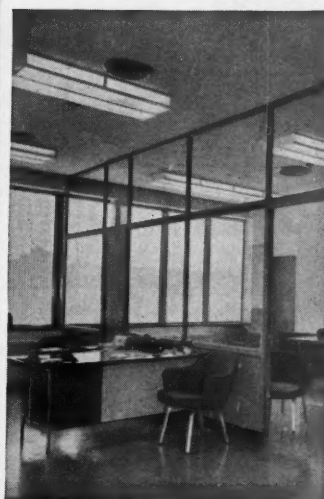
O. P. Mark Completes 50 Years Service with Post Office. Oliver P. Mark, assistant postmaster, this month completed fifty years continuous service in the Dallas Post Office.

When Mr. Mark began as a substitute letter carrier January 29, 1909, his pay was 30 cents an hour. He rose through successive promotions to assistant postmaster in 1955. He was National First Vice President of the National Postal Supervisors until last August and has taken part in formulating such overall Post Office policies as the present City Delivery System.

COLORLINE

TRADE MARK

MOVABLE PARTITIONS



For the handsomest offices in town — at low cost — choose COLORLINE, the new idea in movable interior partitions. Sturdy, COLORLINE partitions give complete flexibility . . . widest selection of materials . . . unlimited freedom of design.

COLORLINE partitions permit you to arrange space to meet exact requirements . . . and to re-arrange, easily and quickly, anytime in the future.

Find out how little it costs to modernize with smart, practical COLORLINE partitions.

Write or call for free illustrated catalog No. 910-A or general metal framing catalog No. 700-A.

L. R. WARD
STEEL PRODUCTS CO.
State Distributors of COLORLINE
MOVABLE PARTITIONS
from UNISTRUT

Call or write for Catalogs:

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3009 Canton

RI 1-9004

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**Kenneth isn't a
Kibitzer!**



**He just doesn't have
"Continuous Vision"**

When your vision is interrupted—when you're forced to adopt unnatural head positions in your effort to see clearly—you don't enjoy "continuous vision." If you'd like to see easily at all distances, see your doctor. His prescription for Continuous Vision Lenses will help you to see youthfully—and look youthful. Let us fill your prescription with the care that insures satisfaction. We offer a wide choice of attractive frames.

**"The Prescription House for the
Eye Physician"**

SYLVESTER'S
Dispensing Opticians

Phone RI 2-4968
301 Medical Arts Building Dallas

News Spotlight



THORNTON

Thornton Named Community Chest President. R. L. Thornton, Jr., has been elected president of the Dallas County Community Chest to head a new slate of officers and members of the board of directors that took office January 1.

Other new officers include Patrick Haggerty, Julius Schepps, and Mrs. Charles S. Sharp, vice-presidents; and R. W. Baxter, treasurer. William L. Crawford, III, was re-elected executive director.

Members of the board have presented the 1958 campaign chairman, J. R. (Bob) Johns, with a silver plaque of appreciation. The 1958 goal of \$2,725,673 for 37 member agencies was raised and exceeded for a final percentage of 100.5.



OWENS

JOHNSON

New Officers Head Insurance Group. A new slate of officers has taken over The Dallas Association of Group Underwriters, the Southwest's only association composed of men and companies dealing in group insurance. Organized in 1956, the primary area of industry coverage represented in this organization in-

cludes Texas, New Mexico, Oklahoma, Arkansas and Louisiana.

The new officers are: Harry Owens (The Great-West Life Assurance Company), president; Charles Johnson (Southland Life Insurance Company), vice-president; Albert McGrath (Pacific Mutual Life Insurance Company), secretary; and John Perry (Liberty Mutual Insurance Company), treasurer.

★

Baker Named Drilling Group Vice-President. Warren L. Baker of Houston, veteran petroleum industry journalist and vice-president of Gulf Publishing Company, has been chosen as executive vice-president of Dallas-based American Association of Oilwell Drilling Contractors.

Mr. Baker, who has been with Gulf Publishing Company since 1934, will leave the position of editorial director for "World Oil" and "Pipe Line Industry," two of its publications, to take the Association post.



KAZLOW

Kazlow Named Jewish Hospital Director. Herwin Kazlow, of Bayside, New York, has been named Southwest regional director for National Jewish Hospital at Denver.

The hospital, which is a free-care, non-sectarian medical center for tuberculosis, asthma, and other chest diseases, has offices at 1925 Cedar Springs Avenue, Dallas. It has operated for 59 years in accordance with the motto: "None may enter who can pay; none can pay who enter."

Mr. Kazlow's duties will be to assist Jerome K. Crossman, chairman of the National Jewish Hospital Committee for Dallas and the National Jewish Hospital Committee in making known the facilities of the hospital to Dallas residents.

News Spotlight



YEAGER

Yeager to Coordinate Industrial Dallas, Inc.

Industrial Dallas, Inc., has named Charles Yeager, Dallas public relations man, as coordinator for the 3-year national advertising campaign to be launched soon to promote the area's industrial growth.

C. A. Tatum, president of the non-profit corporation behind the campaign, said Yeager will serve as liaison man between the Industrial Dallas board of directors, the Dallas Chamber of Commerce, and the organization's advertising agency. Crook Advertising Agency, recently appointed to handle Industrial Dallas promotion, is now at work on preliminary phases of the campaign.

The program will be modeled after a campaign, identical in name, 30 years ago which is credited with putting Dallas on the nation's industrial map. Fifteen hundred Dallas business executives have been asked to "put Dallas on your monthly payroll" by subscribing to the campaign. Final stage of the drive to raise \$600,000 for the 3-year operation is under way.

Directors and officers of Industrial Dallas, Inc., in addition to Tatum, are Cecil Higginbotham, vice president; R. L. Thornton, Sr., treasurer; Robert McCulloch, secretary, and Marvin Davison, R. L. Tayloe and J. Ralph Wood. Paul Carrington is general counsel. Headquarters are at the Chamber of Commerce.

★

Manufacturers Group Names Germany. The National Association of Manufacturers has elected E. B. (Gene) Germany as its regional vice-president.

Mr. Germany is president of Lone Star Steel Company, Dallas, and chairman of the Texas Industrial Commission.

Previously, Mr. Germany had been an Association director from Texas.

Is your money unemployed or working part-time?

IF SO...

Put it to work on a full time basis with safety and convenience.

3½% ON YOUR MONEY
PER ANNUM COMPOUNDED SEMI-ANNUALLY

EACH ACCOUNT INSURED UP TO \$10,000

AMERICAN SAVINGS & LOAN

Downtown Dallas • 1700 Commerce at Ervay • RIVERSIDE 1-4191

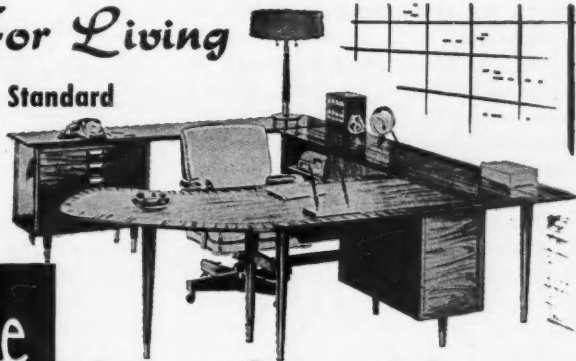
One Office • No Branches

Offices For Living

With Furniture by Standard

Gain office distinction and efficiency.

May we help you plan your office?



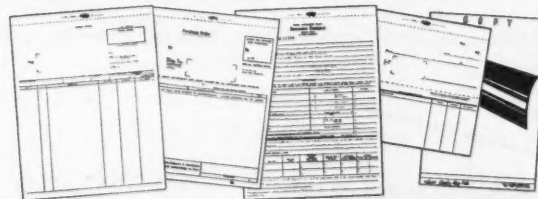
Wilhide
EQUIPMENT CO., INC.

Equipment Engineers & Contractors
2107 Main St. Dallas, Texas Phone RI 8-3314

EX/CO

NCR* or Carbon Interleaved BUSINESS FORMS

Invoices Purchase Orders Insurance Policies Voucher Checks Carbon Second Sheets



Do the job better and faster!

No Quantity Limit — Prompt Delivery

*No Carbon Required

THE EXLINE-LOWDON CO.

LITHOGRAPHERS • PRINTERS • ROTARY BUSINESS FORMS
BANK STATIONERS

1818 SOUTH ERVAY ST. HA 1-2177 DALLAS, TEXAS

BOOKS FOR BUSINESSMEN

The Essence of Management is exactly what the title suggests. Written by Mary Cushing Niles, an authority in the field, the book attempts "to synthesize the newer findings of the social sciences with the organization theory of scientific management." Mrs. Niles draws on a great variety of sources and her own rich managerial experience to present a work that will probably be of most importance to the man who has arrived at management level by way of a technical specialty such as engineering, law or finance.

You and Management, by Daniel R. Davies and Robert T. Livingston, offers a fresh perspective. It is slanted toward those considering management as a career and those seeking advancement in management.

Characterized by a personal tone, the book relates the individual to management and outlines developmental patterns which will lead him to his goals. Line drawings illuminate major points. An excellent reading guide follows the text.

*

Collective bargaining and its consequences are more and more becoming a reality to management in Texas. *Understanding Collective Bargaining*, published by the American Management Association, is a guide for the executive that explores all facets of this little-understood subject including negotiating techniques, ethics, contract wording, charts and forms, labor relation creeds and arbitration. More than forty authorities contribute to make this item the best in its area.



In *The Insolent Chariots*, John Keats takes the reader on a wild romp through the automotive industry and its effect on the American family. With wit, the author criticizes Detroit, highways, car financing, gadget selling, and the automobile as a prestige symbol. This book will cause a lot of loud talking, pro and con.

*

Issuing from the quill of John Brooks, *The Seven Fat Years* chronicles the excitement and the dynamic personalities of Wall Street during its biggest boom years, 1950-1957. This is no volume of statistics—it is a forceful recalling of the interaction between people and money. Brooks, a novelist turned fact writer, brings a tight sense of character and conflict to his book. The financial quarter-backing of the late Texan, Robert Young, is related

as is the strategy of other outstanding business minds. If you want to know how a financier operates, if you want to know what lies at the heart of business, if you want insight into the ambitious man, you can have a fat evening with *The Seven Fat Years*.

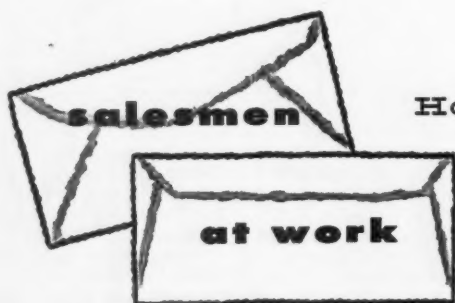
*

Practical Speaking for the Technical Man, by John E. Dietrich and Keith Brooks, is going to help a lot of gents in an area where they need help most. The scientist or technical man is guided, at a practical level, toward more effective communication in staff training, community speeches, interviews, and conferences. Gentlemen, speak up.

*

Lynde C. Steckle's *The Man in Management* should not be passed by because of its pedestrian title. It is a unique contribution to the literature of administration. Steckle argues that an intelligent adjustment can be made to the tense demands business sometimes places on the individual. Avoiding the pat morality of the popular magazine, the author demonstrates successful business living can be reached by an understanding of motivation and man's ethical development. Addressed to the adult, this volume is positive without brashness, uplifting without condescension or corn, different without screwballness.

Written by H. S. Whittner, the *Executive Guide to Accounting* covers the subject clearly in lay language. Those interested in the misty working of finance will get a great deal out of this.



How do your envelopes rate
as salesmen for you?

HESSE
ENVELOPE COMPANY
3221 COMMERCE

There are over a HUNDRED interesting ways to use envelopes more "sellingly." Call HESSE for full details without obligation.

Books

Gulbenkian refers to Calouste Gulbenkian, the richest man in the world until his recent death. This biography of "Mr. 5%," by John Lodwick, offers a full interpretation of the man who had as many facets as a two pound diamond. The ruthless, arrogant Gulbenkian garnered most of his fortunes in Middle East oil, and his astounding successes are told well. Gulbenkian is seen from the inside, for his private secretary collaborated with the author in getting the book together. An arresting picture of a man almost utterly successful.

Esther Becker's *Dictionary of Personnel and Industrial Relations* belongs on the desk of every executive and personnel manager. Comprehensive and to-the-point.

Management's Stake in Research, authored by Maurice Holland and several authorities, is for business considering or supporting research. Advice is tendered on the administration, budgeting and evaluation of research, and how to gear it to the market. Small business will find useful information on how to farm out small research projects. Appended is a section on "Keeping Abreast of Technical Developments."

Everyone who has a wife should get a bang out of Bellamy Partridge's *Going, Going, Gone*, for it tells of the highjinks behind auction fever. Partridge, author of the best-seller "Country Lawyer," tells all about auctions and auctioneering from the year of the flood to the present. It's a colorful story, loaded with anecdotes and flash. Auctions offering women, casting flies made of the hair of glamour queens, art treasurers, a major newspaper—all between the covers. Here's as much fun as you can get at a real auction, and it will probably cost you less. Do I hear a bid?

Lucy Graves Mayo's *Communications Handbook for Secretaries* contains the basic information for secretaries, gives hints on social conduct in the office, teaches how to process cablegrams and unusual communications, outlines how to handle business trips for the boss, the information she needs on writing and speaking to make her a slick professional.

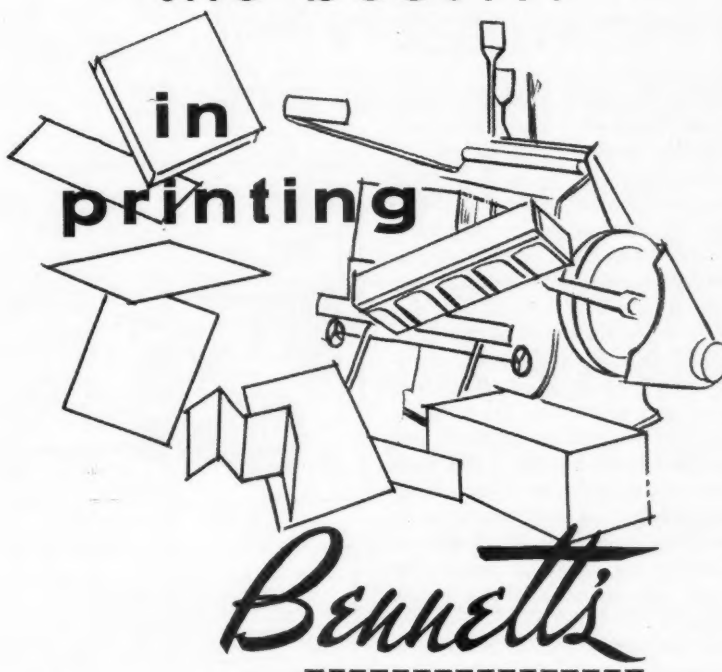
by Wyman Jones

Science and Industry Department
Dallas Public Library

Art by Ruth Anderson

DALLAS • JANUARY, 1959

the difference
that means
the best...



From four-color process to bank and legal forms, the standard for quality in letterpress printing is Bennett's. It is always the best for your advertising, catalogs and general promotion pieces. And in handling book forms and binding, Bennett's skill is second to none in the Southwest. Call RI 1-3201 and let a Bennett man show you how this experience can mean better printing work for you.

Printing • Lithography • Office Furniture and Supplies • Stationery • Business Machines

ALL UNDER ONE ROOF

1829 CORSICANA, DALLAS, TEXAS
PHONE RI 1-3201

TWO BLOCKS SOUTHEAST OF THE MERCHANDISE MART

Industrial Dallas: Why?

(Continued from page 17)

includes such factors as labor relations, living conditions, taxation, etc.

Industrial Dallas advertising will be based upon a realistic appreciation of the types of industries Dallas can hope to attract.

What Types of Business and Industry Will Be Sought?

Continued diversification of industry will be a major goal of the entire campaign. We will seek to continue Dallas not as "one-industry" but as a collection of many varying industries. As we saw during 1958, this diversification of industry helped Dallas when many other sections of the country were suffering a severe recession.

Dallas has strong advantages as a location for any manufacturer or distributor of consumer products. The city is closer to more consumer population than any other major city in the Southwest. Because Dallas is at the center of density of population in the regional market, distribution costs from here are lower than from any comparable city. The products manufactured in Dallas can be distributed to more customers at lower cost than from any other major city in the region. Products manufactured in other regions can be warehoused at Dallas for distribution to Southwestern consumers at lower cost than from any comparable city in the Southwest.

Dallas can well expect to build upon the industrial nuclei it already has. The industries here now are a good index to those new ones we can hope to obtain. A number of major factors influence this industrial development cycle:

Existing Dallas industries have already established Dallas as a center for their products. Various types of collateral and supporting industries should be interested in Dallas by virtue of the firms that have already located here.

Frequently existing industries welcome the location of similar type businesses in Dallas because the additional units of the same industry strengthen Dallas as a market for engineers and other technical or skilled personnel and a market which can demand higher standards in specialized transportation services.

As Dallas grows more important in a particular industrial category, it is better able to attract supporting industries, such as specialized suppliers and vendors; subcontractors and specific services, such as specialized processing operation.

Does New Business Really Help All of Dallas?

We can look at statistics from the

CALL **Cottingham** for
TIMKEN BEARING SERVICE
401 EXPOSITION TAYLOR 4-2581

Lake Murray LODGE
ARDMORE, OKLAHOMA
PERSONALIZED SERVICE
FOR SALES MEETINGS, CONVENTIONS
AND ALL TYPES GROUPS 10-500
Dallas Office
205 Empire Bank Bldg.
Telephone RI 2-2939
Telephone Ardmore 6400

MICRO-LUBE
with
CYCLOHEXANONE
made in Dallas
by Dallas
workmen
for
Motorists
everywhere.
Start
saving today
switch to
Micro-Lube
MICRO-LUBE SALES
Dallas 7, Texas



HARDWOOD PALLETS

PALLET DOLLIES

HAND PALLET TRUCKS

W. A. TAYLOR CO.
Materials Handling Equipment
7045 Empire Freeway DALLAS FL 7-7315
4101 San Jacinto DALLAS JA 2-4647
HOUSTON



United States Department of Commerce and see that it does. They point out what 100 new factory workers mean to a community: 296 new citizens, 112 more homes, \$590,000 more personal income, 174 more workers in other lines, 107 more cars, 4 more retail stores, \$360,000 annual additional retail business.

How Will the Coming Advertising Campaign Be Financed?

The \$600,000 for the three-year budget of Industrial Dallas will be financed through special subscriptions from Dallas businessmen. None of the funds for the advertising will come from the Chamber budget. Initial requests for the subscriptions went out last year and were warmly received. Dallas businessmen, large and small, expressed their approval of the advertising campaign and "put Dallas on the payroll." They pledged monthly amounts for the next three years which will be used to finance this campaign. A fund-raising drive will begin shortly, however, to complete the task of raising the entire \$600,000.

How Was the 1928-30 Campaign Financed?

Then, as now, the businessmen of Dallas were asked to "put Dallas on the payroll." The three-year goal was \$500,000. In terms of Dallas' 1928 resources that was a big sum. In terms of 1958 dollars, that was the equivalent of several times \$500,000 today. Not only was the goal reached, but additional sums were raised to extend the campaign on a limited scale through 1933.

How Can the Business and Professional Men and Women of Dallas Help?

Many are already helping. They have given financial support to the program by "putting Dallas on the payroll" and they have given many hours of their time in helping to sell Industrial Dallas to others. We are now seeking further support, both in money and time. The final drive is just beginning which will complete this fund-raising task. The amounts we seek are relatively small when we consider the benefits Dallas stands to gain from the coming campaign. For a small investment, Dallas businessmen can make a huge profit. It's a bargain no matter how you look at it.

★
Stewart Heads Fund Drive. Robert H. Stewart, III, Dallas banker, is heading the annual fund drive for the Texas Psychiatric Foundation, now in progress.

The campaign is seeking \$35,000 to aid the department of psychiatry at the University of Texas Southwest Medical School by supplementing the salary budget for doctors and research assistants.

Funds from this year's drive will aid in staffing and operating newly-instituted research units in psychosomatic medicine and alcoholism, expansion of children's psychiatric service and development of ward facilities for mental patients at Parkland Memorial Hospital. Foundation money also will help improve facilities in the new Parkland outpatient clinic.

The New Officers

(Continued from page 21)

Committee. He also serves as president of the Board of Trustees for Methodist Hospital.


Mr. Francis, a native Texan, has been with the Mercantile National Bank for more than 30 years. His civic activities include membership in the Association of Reserve City Bankers, Texas Mortgage Bankers Association, Mortgage Bankers Association of America, Dallas Real Estate Board and Circle Ten Council, Boy Scouts of America.

He is also active in the Rotary Club, Scottish Rite, Trinity Valley Masonic Lodge, Hella Shrine Temple and First Community Church of Dallas.

J. Ben Critz, a graduate of the University of Texas, has been vice president and general manager of the Dallas Chamber of Commerce since 1930. Prior to that date, he was mayor of Highland Park, 1928-1930; president of the Dallas Cotton Exchange, 1928; president of the Dallas Country Club in 1929, and was active in the cotton business from 1914 to 1930.

Attorney Paul Carrington, a former president of the Dallas Chamber of Commerce has also served as president of the Texas Association of Commerce and president of the East Texas Chamber. He has been nationally prominent in legal and business affairs and has served as national councilor for both the Boy Scouts of America and YMCA.

Andrew W. DeShong, assistant manager of the Dallas Chamber of Commerce and Secretary of its Aviation Committee, has been in his present post since 1953. However, he has served with the Chamber of Commerce twice before as publicity director and editor of Dallas Magazine from 1936 to 1941 and as industrial manager from 1945 through 1947.



JIM RANDOLPH
and Company
REALTORS BUSINESS PROPERTIES

MEMBER SOCIETY OF FORMER SPECIAL AGENTS FBI
DALLAS REAL ESTATE BOARD
LIFETIME MEMBER DALLAS CHAMBER OF COMMERCE

211 N. ERVAY BLDG. • DALLAS, TEXAS
RECORDING 8-2832

SOUTHWEST ADVERTISING & MARKETING

In the Fabulous 5 Area

(Texas, Louisiana, Arkansas, Oklahoma and New Mexico)

DO YOU KNOW

There are 1530 Businesses in Texas alone worth more than

A Million

...and in **SAM's** Five State Area

There are 2300

Value isn't the only answer! Some worth less advertise more. They use agencies, printers, media and all kinds of commercial advertising services. SAM reaches 2,000 Businesses now and can reach more when you send your key prospect list and Join the Parade of New SAM Advertisers.

AGENCIES

MEDIA

GRAPHIC ARTS

ADVERTISING SERVICES

Tell them in SAM where marketing meets advertising on common ground: successful selling!

Issued monthly—15th of month—write for new Media Presentation!

SOUTHWEST ADVERTISING & MARKETING

2115 N. St. Paul St.

Dallas 1, Texas

PUBLISHED BY ASSOCIATED PUBLISHERS, INC.
DALLAS, TEXAS

creative services that sell

PURNELL

Advertising Agency

3722 BOWSER • DALLAS 19, TEXAS

Lakeside 6-3827

***Specializing in custom DESIGNING and MANUFACTURING
of quality store, office and bank fixtures since 1922.**

Adleta Show Case & Fixture Manufacturing Co.

1914 Cedar Springs — Dallas 1, Texas

Phone RI 1-3152

***You'll be satisfied if it's an Adleta installation**

MORTGAGE LOANS

ALL TYPES — RESIDENTIAL & COMMERCIAL

**Best Prevailing Rates & Terms
Specializing in Prompt Service**

SOUTHERN TRUST & MORTGAGE COMPANY

1302 Main Street

Phone RI 1-5551

AUBREY M. COSTA, President

34 YEARS EXPERIENCE FINANCING REAL ESTATE

The Modular Concept



IN
**OFFICE
FURNITURE**

**DISPLAYED IN
AUTHENTIC
SETTINGS**



**TEXAS
OFFICE FURNITURE CO.**

RI 1-9322

2214 MAIN • DALLAS

Membership

(Continued from Page 31)

LONE STAR SHEET METAL & HEATING CO., INC., 3202 Metropolitan; Alexander Alfano (Jim Gibson)

TEXAS ALLOY STEEL CO., INC., 726 Regal Roy; Owen S. Gardner (Carl Read)

ALLIED SPECIALTIES CO., P. O. Box 9842; C. R. Granberry (Jack Wantland)

CADILLAC PLASTIC CO.-TEXAS, 2546 Irving Blvd.; Ernie Dourlet (Pat Chandler)

M. G. DAVIS SUPPLY CO., 3209-11 Ross Ave.; Emil C. Mayerhoff (John Leedom)

DIXIE LEAD CO., P. O. Box 8625; Cecil Bassett (Jack Wantland)

ELECTRONIC EQUIPMENT CO. OF DALLAS, 1801 No. Industrial; Bob Crump (John Leedom)

FARMER BROS. CO., 3100 Commerce; L. E. Sexton (Fred Garland)

FLAIR FABRICS, 1423 Turtle Creek; Wm. E. Sweigert (Carl Read)

GENERAL CORP., P. O. Box 10101; Harold Hunsaker (Jim Cauthen)

MORSE TWIST DRILL & MACHINE CO., 2110 Farrington; Ernest E. Snider (Nat Ryan)

OSTER FACTORY SERVICE, 2609 Elm; James R. Smith (Bob Greenwald)

JOHN D. OWEN, 2813 Dyer (Bob Akins)

RHEEM MANUFACTURING CO., 2130 Lofland; Earl D. Beason (Jack Hoppers)

SAN MARINO PRESERVING KITCHEN, INC., P. O. Box 8125; L. M. Prince (Col. Frank Holmes)

THE STANLEY WORKS, P. O. Box 35271; Paul E. Good (C. O. Johnson)

E. H. SARGENT & COMPANY, 5915 Peeler; Roland L. Osburn and H. L. McNally (John Horton)

SCOTT PAPER COMPANY, 814 Tower Pet. Bldg.; Leonard A. Borkland (Jim Henderson)

Manufacturing

CHILDREN'S LINGERIE OF DALLAS, 606 North Edgefield; Mrs. M. F. Ray (Hugh Howard)

UNITED FIDELITY

Life Insurance Company

DALLAS, TEXAS

CEDRIC BURGHER, Pres.

DALLAS • JANUARY, 1959

CONSOLIDATED STAMP MFG. CO., INC., 2210 Irving Blvd.; Houston F. James (Jack Wantland)

DALLAS UNIFORM CAP & EMBLEM MFG. CO., INC., 2925 Commerce; Max Rosenbloom and Marvin L. Gardner (Ned Meyerson)

ELLESS MANUFACTURING CO., P. O. Box 13167 — 10301 Shady Trailer; N. K. McFarlin and Donald J. McCullough (Stewart Trawick)

AMPCO METAL, INC., 630 So. Jupiter Rd., Garland, Texas; R. S. Severson (Jack Kutner)

AYRES LEATHER GOODS, 7929 Second Ave.; Ernest Ayres (Cliff Bivens)

LIGHTOLIER, INC., 1718 Hi-Line Drive; Harold H. Baldauf (Nat Ryan)

FRANK G. LOVE ENVELOPES, P.O. Box 564; Frank Love (Fred Garland)

BOHON'S ORNAMENTAL IRON, 2015 West Clarendon Dr.; G. L. Bohon (Fred Garland)

FRAME LITHO SERVICE, 2002 North Lamar; Albert J. Frame (Ray Wilmarth)

OFFICE EQUIPMENT MFG. CO., INC., 2208 Summer St.; J. T. Pryor (Pat Chandler)

ROTH SIGN CO., 2301 Alice; Samuel Sternkorb (Gail Risch)

STATHAM INSTRUMENTS, INC., P. O. Box 4751; Frank Hayward (Ned Meyerson)

TECHNICAL CHEMICAL CO., 938 West Page; Birdell F. Grossman (Bill Cannon)

C. H. MASLAND & SONS, 118 Oak Lawn Ave.; John C. Hein (Nat Ryan)

UNITED CHEMICAL CORP. OF NEW MEXICO, 2512 Sylvan; C. R. McCormick (Bill Blaydes)

Revaluation

(Members increasing their investment in the Dallas Chamber.)

AEROQUIP CORPORATION
CHESTER INGRAM

STORM-VULCAN MFG. CO., INC.
TEXAS COMPANY

TEMPORARY OFFICE HELP Call for a "Kelly Girl" Riverside 2-3981

No payroll bother — we bill you weekly. All "Kelly Girls" are tested, experienced, bonded and guaranteed. Call us and describe the job you want done.



Kelly Girl Service

1209 Simons Building
Dallas, Texas

DALLAS • JANUARY, 1959

OPEN YOUR SAVINGS ACCOUNT

**GROW
FINANCIALLY
WITH US!**



**DALLAS FEDERAL
SAVINGS AND LOAN ASSOCIATION**

HOME OFFICE BUILDING • ELM AND AKARD



Bob Taylor

NOW JUST A MINUTE

... just long enough to say we hope you will give our service and production people a chance to demonstrate what they can do for you ... in offset and letterpress ... from bread-and-butter business forms to smartly tailored advertising sales literature. This we know for a fact: quality printing and good service are the result of a lot of little things done well.

HAUGHTON

Brothers

3116 Commerce Street • DALLAS
LETTERPRESS-OFFSET PRINTERS

RI 7-2583



*my doctor's waiting
room is so
pleasant*

Muzak
makes the difference

Now . . . patients don't mind waiting. They're calm . . . actually enjoying the relaxed atmosphere. That's the difference MUZAK* has made with its treasury of custom-created, non-distracting background music.

The patients may not know WHY the waiting is more pleasant, but the doctor sees the effects of MUZAK* upon them! That's why hundreds of doctor's offices in Dallas subscribe to MUZAK*. The results are amazing . . . and results count! Why don't you ask your Doctor to investigate MUZAK*.



*MUZAK —
Reg. U.S. Pat. Off.

you could say Dallas is . . . **Muzak-ville**

FOR INFORMATION CALL **MUZAK* SERVICE**
147 Park House • Riverside 2-9257
TOM KEESE PHILIP KEESE

Nearly everywhere you go you enjoy MUZAK! It's the background of hundreds of business firms in Dallas.

Fifty Golden Years

(Continued from Page 11)

"The Commercial Club, The 150,000 Club, The Trade League and The Freight Bureau at a meeting of the members of them at the Commercial Club Auditorium last night were combined into a central organization to be known as the Chamber of Commerce. A constitution and by-laws for the government of the new body was adopted and a directory of 15 members was elected." — The consensus was that in the best interests of the city these organizations be consolidated into one strong organization." — "H. H. Adams, Chairman of the Committee on Constitution and By-Laws read half the articles of incorporation and Nathan Adams the other half."

The Dallas News of December 10 had this comment: "The merging of the different commercial bodies into a central club and the placing of the most influential men of the city on their directory are regarded by the community generally as marking a new era for the city."

The Dallas News on Monday, December 14 announced the first directors: "J. B. Wilson, Alex Sanger, A. Silberstein, S. E. Moss, R. H. Stewart, Rhodes S. Baker, John V. Hughes, W. M. Robinson, George B. Dealey, S. I. Munger, L. O. Daniel and T. J. Trezevant."

The detailed reports of the final meetings that resulted in the Dallas Chamber of Commerce are significant of the spirit in which its operations began.

The Times Herald on Friday, January 8 reported: "Directors of the Chamber of Commerce met in the American Exchange National Bank today and elected officers for the ensuing year. The selection of a secretary was postponed until a meeting called for 4 p.m. Monday. L. O. Daniel was elected President; J. C. Duke, First Vice-President; Rhodes S. Baker, second Vice-President. Nathan Adams was elected to fill the place of S. I. Munger, resigned. The meeting was an enthusiastic one."

Thus began a new era in organized civic activity in Dallas that had its humble beginnings in the Dallas Board of Trade in 1874 with 62 members, primarily buffalo hide and saddlery dealers and dry goods merchants. Successor to the Board of Trade was the Merchants Exchange, organized April 15, 1882, with an initial membership of 200. Then followed the Manufacturers Board which was set up in temporary form at a mass meeting called February 9, 1893 by Dr. F. E. Hughes. Next on May 2, 1893, The Commercial Club was organized and served Dallas until 1909.



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TOM McHALE
Advertising Manager

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By the

Dallas Chamber of Commerce

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Dallas *Pioneers*



Established

1857 Sanger Bros.
in Texas

Opened Dallas Store in 1872

1869 The Schoellkopf
Company

Manufacturers and
Wholesale Distributors

1872 Huey & Philp
Company

Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1875 Dallas Transfer &
Term. Whse. Co.

Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran

Insurance Managers

1875 First National
Bank in Dallas

Banking

1879 Texlite, Inc.

Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1889 J. W. Lindsley
& Company

Real Estate and Insurance

1890 William S.
Henson, Inc.

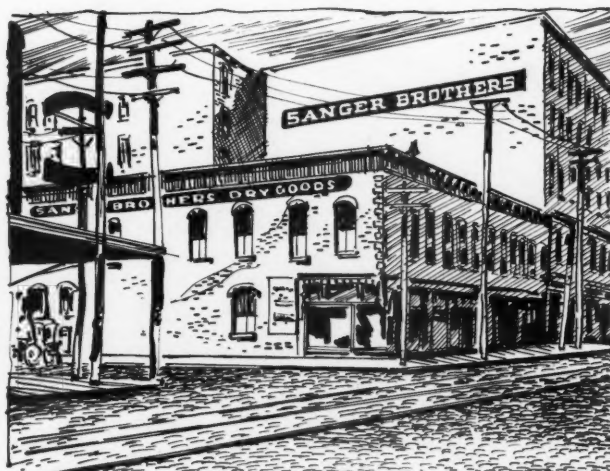
Advertising Printing

1893 Oriental Laundry
and Cleaners

Finer Laundering, Cleaning,
and Fur Storage

1897 Anderson
Furniture Co.

Dallas' Oldest Furniture Store



CABRIOLET bonnets represented high fashion in Dallas during the early eighties. Ladies in fancy rigs clattered over cobblestone pavements to alight at important retail stores such as the Sanger Establishment shown in the above sketch. In 1882, the Board of Trade became the Merchants Exchange and Dallas civic leaders were claiming a metropolitan population of 25,000 by 1885. Sanger Brothers had come to Dallas in 1872 and built their first store, a one-story 50x80 frame building at the corner of Main and Lamar. Expanding both the wholesale and retail business, Sangers confined their operations to the original Dallas Townsite for the next three-quarters of a century. With the accelerated suburban development of Metropolitan Dallas, Sangers established its first branch in Highland Park Village in 1947 and ten years later opened its \$2,500,000 store in Preston Center. At the present time, Sangers is completing a \$3,000,000 project in the Big Town Shopping Center. More than a hundred years ago, in 1857, the first of the Sanger Brothers came to Dallas by coach from New Orleans to open their first store. Since that time, Sangers has kept pace with the development of Dallas. In 1951, this pioneer merchandising organization became an affiliate of Federated Department Stores, Inc., and its management is now directed by Henry X. Salzberger.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1898 Praetorian Mutual
Life Ins. Co.

(Formerly The Praetorians)

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1902 Hunter-Hayes
Elevator Co.

Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company

Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemi-
cal Mfg. Company

Pharmaceutical Manufacturers

1904 Burton & Wilkin

Over 100 Kinds of Insurance Sold

1906 Hesse Envelope
Company

Manufacturers of Envelopes
and File Folders

1905 Rubenstein &
Sons, Inc.

Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rite Shelled Pecans

1910 Moser Co.
Realtors

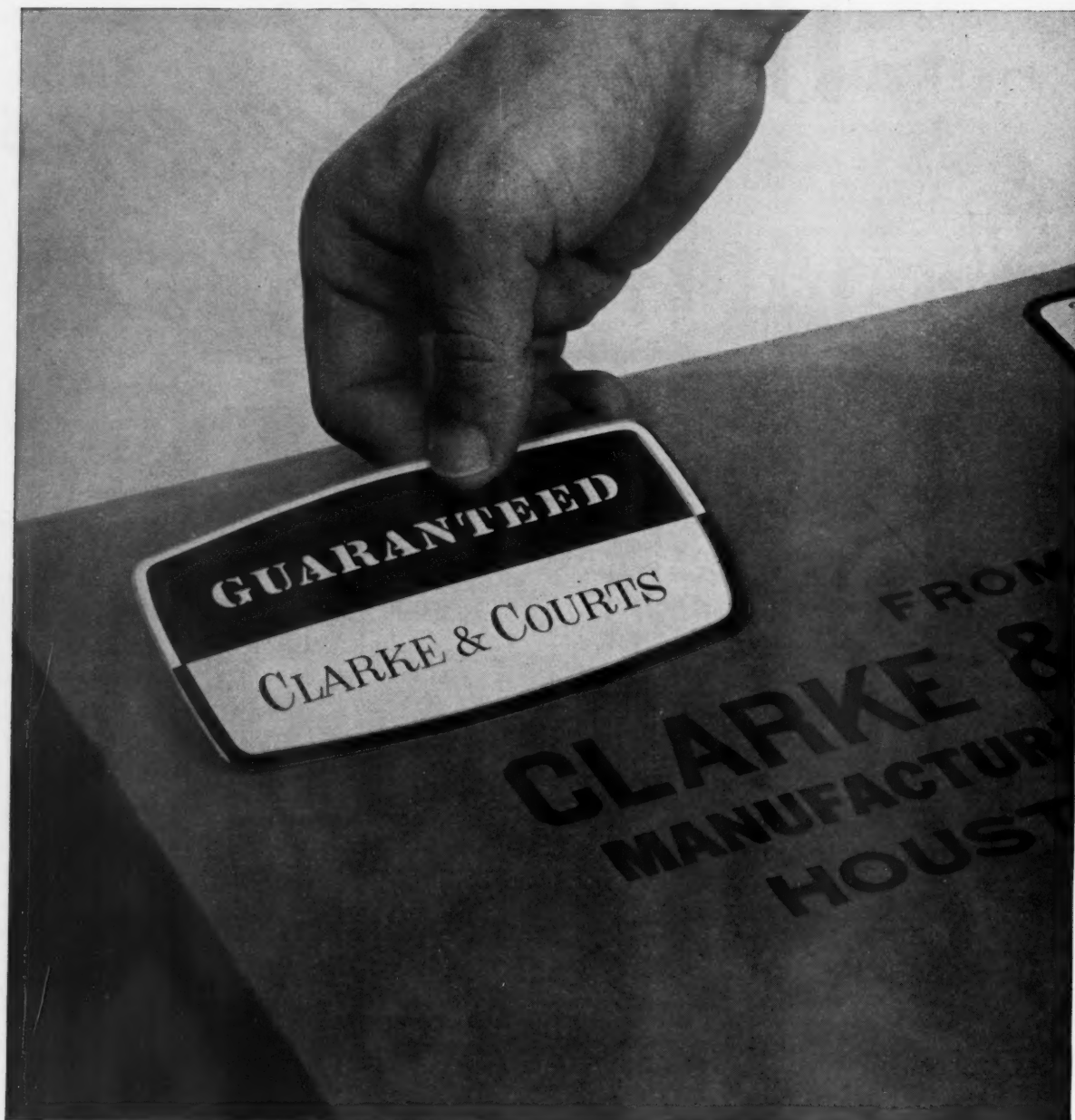
Industrial and Commercial
Leases and Sales

1911 Graham-Brown
Shoe Company

Manufacturing
Wholesalers

1914 Texas Employers
Insurance Ass'n.

Workmen's Compensation
Insurance



We guarantee everything we sell

This has been a customer policy of Clarke & Courts since 1857. There's good reason why we can provide you with this *unconditional* guarantee. Because of the superior quality of the office furniture and supplies we sell; because of the expert craftsmanship of our engraving, lithography and printing.

For guaranteed service and unsurpassed quality in office furniture, supplies, and printing, Clarke & Courts, of course.

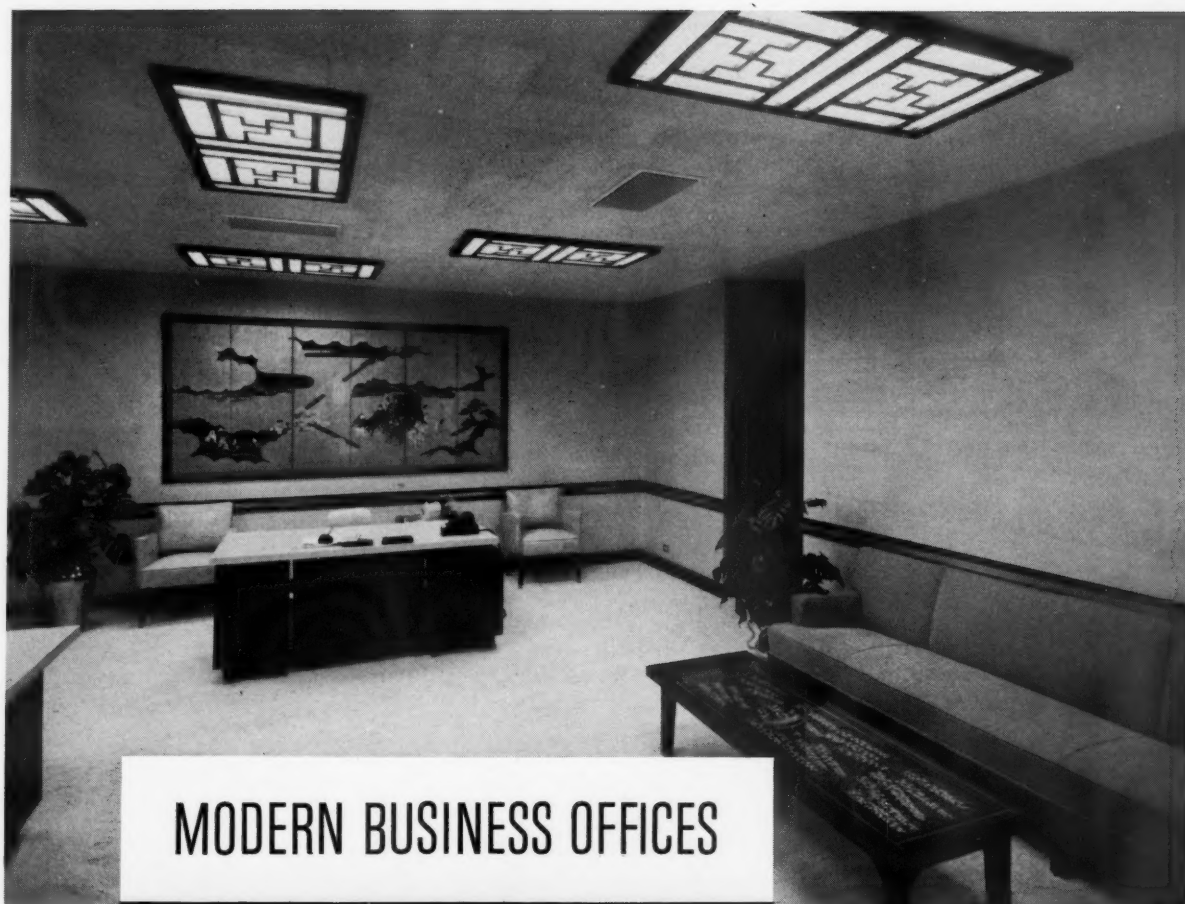
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TAYLOR 3-8183

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MODERN BUSINESS OFFICES

ARE PLANNED WITH

LIGHT

General American Oil Company,
Meadows Building
Architect: J. N. MacCannon
Electrical Contractor: Fischbach &
Moore of Texas, Inc.

In today's modern offices, major attention is devoted to the installation of planned lighting . . both for good seeing and good looks. In this handsome and unusual office, decorative lighting has been made an integral part of the design. Its clean lines and oriental motif are echoed in the ebony trim of the lighting fixtures. At the same time, these recessed fluorescent fixtures, with plastic diffusers, give excellent overall lighting.

Versatile light has many applications, solves many problems. Why not put light into *your* plans, when planning a new office or renovating your present one? A DP&L engineer is always available for information and practical suggestions. No obligation, of course. Call RIVERSIDE 7-4011, station 368.



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LIGHT
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because we have helped
others grow . . .*

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